



COUNTY OF SAN MATEO

COMMISSION ON THE STATUS OF WOMEN

Meeting Minutes

Tuesday, March 25, 2025, 6:00-8:00pm

1. Call to Order and Land Acknowledgement

2. Roll Call

a. Commissioners Present:

b. Julissa Acosta, Aileen Cassinetto, Nirmala Bandrapalli, Dayna Chung, Trish Erwin, Ann Girard, LaSaundra Gutter, Jess Hudson, Susan Kokores, Aysha Pamukcu, Susan Takalo, Irma Zoepf, Amani Shroff, Joy Zou; Staff: Tanya Beat, Jacki Rigoni (on Zoom)

c. Absent: Michelle Stewart, Ana Avendaño, Ellen Tafeen

3. Public Comment – Amy McHugh

4. Action to Set Agenda

Motion to amend agenda and move #11 before #7 by Nirmala Bandrapalli, seconded by Ann Girard. Approved.

CONSENT AGENDA

5. Approval January Minutes

6. Approval of February Minutes

- Motion to approve both the January and February Minutes by Jess Hudson and seconded by Julissa Acosta. Abstentions from Aysha Pamukcu and Rosie Tejada.

REGULAR AGENDA

7. Retreat Debrief

- What did you like? Where were you getting stuck? What might we do differently next time?
- Flipchart Notes are included at the conclusion of these minutes.

8. Women's History Month

- OYE Conference: led workshops, independently volunteered, had a CSW table
- Women's View Art Exhibit (Tanya Beat): LaSaundra and Ellen judged and half the CSW attended to support. The CSW sponsored the food for this event.
- Women's History Month Proclamations (Susan Kokores, Trish Erwin): Susan accepted the County's Proclamation and gave annual report. Trish Erwin accepted proclamation from the city of San Mateo. The proclamation is displayed at a local bakery.
- SMC Office of Education Presentation (Susan Takalo, Jess Hudson): Successful presentation

9. CSW Spotlights: Trish Erwin and LaSaundra Gutter

10. Fund the Future – CAP Project

- Sub-Committee break outs
- Presentation of Draft Work Plans

- i. Fund the Future Committee: Dayna Chung, Trish Erwin, Ann Girard, Susan Kokores, Aileen Cassinetto, Ellen Tafeen, Nirmala Bandrapalli, Ayesha Pamukcu, Irma Zoepf, Amani Shroff, Joy Zou
 - 1. Pay Equity – Mind the Gap
 - 2. Financial Literacy – Know Your Numbers
 - 3. Retirement – Show Me The Money
 - 4. Child Care – It Takes a Village
- ii. Communications and Engagement Committee: Rosie Tejada, Julissa Acosta, Michelle Stewart, Ana Avendano, Jess Hudson, LaSaundra Gutter, Susan Takalo, Tanya Beat
 - 1. Strategic Events
 - a. Women’s Equality Day
 - b. Women’s Hall of Fame
 - 2. Community Engagement
 - a. Survey
 - b. Listen and Learns
 - 3. Communications Plan
 - a. Collaboration & Strategic Partners
 - b. CAP media plan for Fund the Future
- iii. CAP Project Update (see meeting materials)

11. Reports

- **Youth Commission Report:** Amani Shroff
 - i. They are producing a Spotlight Series
 - ii. New civic engagement pamphlets
 - iii. May 20 will be the Youth Commission Showcase. 6pm at the ROC.
- **President Report** – Susan Kokores
 - i. Burlingame Women’s Club may sponsor Women’s Equality Day. Susan Kokores will ask them.
 - ii. SAMCEDA presentation in April
 - iii. BOS and staff have been invited to Women’s Equality Day
 - iv. New Communications Lead is Jess Hudson. Will have draft survey for feedback in April.
 - v. CSW vacancy interviews happening March 27. Goal is to have new commissioner join the April 22 CSW meeting.
 - vi. Attendance: please provide advance notice of absences to Tanya, Susan and Ann.

12. Adjournment

Retreat Debrief

Susan Kokores, Facilitator

What Did you Like?

- Appreciated update from Jacki Rigoni & Linda Wolin
- Time to have together
- Facilitator (Debbie Schechter) and her first question about how everyone is feeling.
- Well structured
- Prep Work was very helpful
- Liked the room
- Liked the food
- Constructive Action accomplished; good sub-committee work
- Focus was good in limited time
- Solid Results
- Good time checks

Where were you getting Stuck?

- Some disconnect between two sub-committees
- Not fun enough
- Maybe too limited in time

What should we do Differently?

- De-couple team bonding from actual committee work
- Maybe different time of day
- Would have liked to hang out after the meeting
- Plan date WAY in advance
- Did not like the room

Leadership Council of San Mateo County

Emerging Leaders CAP Project

Communications Strategy

for the

Commission on the Status of Women’s

“Fund the Future” Report

Dear Commissioners,

We are excited to present you with our proposal for a Communications Strategy Plan for your Fund the Future report. After examining the report we have drafted our recommendations for an approach to drive awareness, advocacy, and action around the economic challenges and opportunities facing women and caregivers in San Mateo County — especially around child care, pay equity, financial literacy, and wealth building — using the Fund the Future report as the anchor document.

We welcome your feedback and input. Please keep in mind the following questions as you review our draft:

What do you have planned in the next year/two years for engagement that we can align with for this plan?
Initially the proposal was for this comms strategy to be for 2 years, do you still think this would be helpful or would 1 year be better? Or, is it more important to have strong messaging and content examples than an exact timeline?
What do you most connect with in our proposal that you would like to see more of?
Are there particular success stories or case studies from the report that would resonate strongly with your audience?
Are there specific elements of the Fund the Future report that you believe should be more emphasized or highlighted in communications?

Thank you for your time, we look forward to hearing your thoughts,
Carmela Meehan
Suruchi Bhutani
Gracia Martinez Najera
Emily Mungul

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Introduction

Project Background

CSW recently published our Fund the Future Report, a first of its kind to share the challenges to women’s economic equity and progress in SMC. The report provided six (6) recommendations to the Board of Supervisors to address these issues. To close disparities that hold San Mateo County back, it is critical that community leaders, including county supervisors, county department heads, city councilmembers and managers, community-based organizations, and businesses understand the challenges that women face in order to implement solutions that address the report findings.

Emerging Leaders Program

The Emerging Leaders program is a 10-month, immersive, professional development experience for rising stars from the business, nonprofit, and government sectors who demonstrate leadership potential and are committed to supporting inclusive environments in their organization and community.

The Emerging Leaders program inspires talented, high-performing professionals with experiences that empower them to deepen their community impact.

CAP Project Members

Suruchi Bhutani	City of San Mateo	Administration, Business Support & Waste Management	suruchikalia@gmail.com
Carmela Meehan	Nuestra Casa	Community Outreach Program Director	cmeehan@nuestracasa.org
Emily Mungul	Boys & Girls Clubs of the Peninsula	Senior Director of Community Engagement	emungul@bgcp.org
Gracia Martinez Najera	Daly City Youth Health Center	Youth and Family Therapist	c_martineznajera@smcgov.org

Fund the Future Background

The report underscores the economic challenges faced by women in San Mateo County, especially single mothers and women of color. It highlights the financial strain, emotional toll,

and systemic barriers that these women encounter, particularly in areas like child care, wage equity, and wealth accumulation.

Women make up over 50% of San Mateo County's population. However, a significant portion, particularly single mothers, live below the "Real Cost Measure" despite the region's overall wealth. The COVID-19 pandemic exacerbated existing systemic issues, such as the lack of access to affordable child care, the wage gap, and rising living costs.

Project Objectives

Summary

Community leaders and the public do not have the data-driven recommendations they need to address disparities for women in San Mateo County. Commission on the Status of Women (CSW) needs a measurable, clear communications strategy (with tools) for its commissioners to implement a public awareness campaign that shares findings of the Fund the Future Report over the next two (2) years. Primary target audience is county supervisors, county department heads, city council members and managers, community-based organizations, businesses, and organizations that employ women and caregivers. Secondary audience is young women (teenage to 29), middle age women (30-59), nearing retirement and retired (60+ years), who can lobby for change in their spheres of influence using report findings.

Fund the Future: Communication Strategy

Purpose:

To drive awareness, advocacy, and action around the economic challenges and opportunities facing women and caregivers in San Mateo County — especially around child care, pay equity, financial literacy, and wealth building — using the Fund the Future report as the anchor document.

Goals:

Inform: Educate readers on the findings and recommendations from the report.

Engage: Inspire stakeholders to take action by sharing compelling stories and data.

Empower: Equip community members with actionable steps to contribute to the solutions.

Key Dates and Milestones

Milestone	Due Date
Review the Fund the Future Report	Jan 31, 2025
Finalize the project plan	Feb 26, 2025
Connect on main deliverables and audience from the report	Mar 12, 2025
Define structure and products of plan	Apr 11, 2025
Report shared at CSW meeting	April 22, 2025
Prepare for the final presentation	May 21, 2025
Final Presentation to the CSW	May 27, 2025

Deliverables

1. Communications Strategy Outline (this document)
2. Presentation for the CSW
3. Key samples of content

Core Messaging Framework

The core messages are based on the following six recommendations from the report:

- Create and Invest in an Office of Women & Children: A centralized office to coordinate efforts related to child care, pay equity, and financial literacy is essential. This office would address the interconnected issues impacting women and children, facilitating access to crucial services.
- Develop a Blueprint for Child Care: To address the shortage of child care services, a comprehensive plan outlining specific goals and actions to improve accessibility and affordability is needed.
- Promote Pay Equity: Continued efforts toward achieving and promoting pay equity across businesses and nonprofits are crucial for economic stability in the region.

- Increase Awareness of Savings Programs: Programs like CalSavers and CalKIDS need to be more widely promoted to help residents, especially women, build wealth and save for future education.
- Support Guaranteed Basic Income (GBI) Programs: Expanding GBI programs for vulnerable populations, such as young mothers and survivors of domestic violence, can provide much-needed financial stability.
- Enhance Financial Literacy and Career Pathways: Financial literacy programs need to be integrated into adult education, and career pathways need strengthened to provide women with the tools to achieve long-term economic stability.

Core Messaging

- **Themes:**
 - Highlight **systemic issues** impacting women’s economic health, such as the child care crisis and wealth gap.
 - Stress the importance of **coordinated investment** in childcare and women’s financial stability.
- **Tone:** Empathetic, community-oriented, and solution-focused.
- **Call to Action:** Encourage participation in implementing the report’s recommendations, advocate for systemic changes, and collaborate for a better future.

Theme	Message Pillar	Key Message
Systematic Issues:		
Economic Inequity	<i>Women’s Financial Health Impacts All</i>	Economic equity for women is essential for the prosperity and stability of San Mateo County.
Coordinated Investment:		
Child Care Crisis	<i>Child Care is Infrastructure</i>	Investment in child care is an investment in the future — every \$1 spent yields \$2 in economic output.
Wealth Gap	<i>Wealth Equity = Community Equity</i>	Without targeted support, the wealth gap persists across generations — particularly harming single mothers and women of color.
Community Support		

**Community
Voice**

*From Stories to
Systems*

Real stories from real women show the urgency —
we must act now for durable, coordinated solutions.

Key Audiences

Primary Audience: Women and Caregivers

Secondary Audience: County officials, policymakers, and community leaders

Tertiary Audience: Residents of San Mateo County, local organizations, and individuals passionate about economic equity and childcare reform

Primary Audience: Women and Caregivers

- List of women’s groups who were interviewed and acknowledged in the report
- Community Based Organizations

Actions/Information women and caregivers can support:

- Lead a public awareness campaign to ensure the most impacted women and families in our communities are aware and enrolled in Cal Savers and Cal Kids programs.
- Work toward building an infrastructure and investing resources into their operating budget for childcare that reflects a more inclusive and equitable county.
- Create and invest in an Office of Women and Children - a hub to increase childcare slots, advocate for pay equity, create financial literacy services, and advance issues that impact women and children.

Secondary Audience: SMC Decision Makers

- SMC Supervisors
- County Department Heads
- City Council Members
- Managers

Actions/Information SMC Decisions Makers can support:

- By accelerating the pace and coordination of investment in women's economic health, we fund a future where we all benefit.

- Enhancing financial literacy and developing career pathways that offer livable wages are crucial steps in empowering women to achieve economic stability and build wealth
- Encourage and promote pay equity across businesses, nonprofits, and internally in the County.
- In San Mateo County, there is a shortage of 2,829 early educators, which leads to a shortage of over 17,000 childcare spaces.

Tertiary Audience: General Public

- CBOs
- Businesses
- General Public

Engagement Strategies, Channels, and Tactics

Strategy 1 - Written Content

Audience	Tone/Style	Content Type	Call-to-Action (CTA)
San Mateo County Board of Supervisors	Professional, solution-oriented	Executive summaries, memos, one-pagers	Support creation of Office of Women & Children
Community Advocates & Nonprofits	Empowering, inclusive	Fact sheets, slide decks, infographics	Partner for program development and advocacy
Women & Caregivers	Relatable, emotional, accessible	Blog posts, social media, op-eds	Share your story, attend forums, advocate for change
Business Leaders	Strategic, ROI-focused	Case studies, economic briefs	Promote pay equity, support CalSavers, invest in ECE workforce
Media/Press	Newsworthy, data-driven	Press releases, story pitches	Cover the report findings and human stories

Content Type	Frequency	Purpose
Newsletter Updates	Monthly	Highlight implementation progress, stories, and engagement opportunities
Blog Series	Bi-weekly	Dive into themes like the caregiver penalty, pay equity, or child care shortages
Social Media (Instagram/LinkedIn/X/Facebook)	Weekly	Share visuals, quotes, data points, and event info — use branded hashtag e.g., #FundTheFutureSMC
One-Pagers/Briefs	Quarterly	Target specific sectors or agencies with concise asks
Web Content (SMC Gov & CSW pages)	Ongoing	Host the full report, updates, events, and testimonials

Key Written Content Elements

Each piece of content should include:

- A **powerful quote or stat** (e.g., “Childcare tuition is more than our mortgage.”)
- A **clear connection** to the reader (Why it matters to them/their community)
- A **link to action** or additional resources
- **Visual storytelling elements** (infographics, charts, or testimonial photos)
- Language that is **gender-inclusive** and culturally responsive

Strategy 2 - Presentations

Summary

A PowerPoint slide deck will be prepared for community presentations. In addition to information taken directly from the “Fund the Future” report, this presentation will serve as a call to action around the “why” behind each recommendation and how the target audience can implement the recommendations that align with them.

Channel

- Powerpoint presentation presented at county meetings and community gatherings.
- PowerPoint Presentation
 - [Commission on the Status of Women “Fund the Future” Report](#)
- Talking points for events

Tactics

- Plan out a timeline for presentations
 - Ex. one presentation at each SMC board meeting, 1x per quarter

Key Audiences

- Women and Caregiver Groups?
- Decision Makers
 - Specific commissions?

Strategy 3 - Social Media

Summary

Post samples will be created to share important key points to audiences promoting essential information. Timelines will be created with a schedule for posting dates to help share information based on significant months, celebrations, and holidays to target groups of women i.e. Latina women during Hispanic Heritage Month. QR code will be created that connects the audiences to the report and resources. The engagement team will prepare a suite of social media content, including copy, graphics, and a posting schedule.

Channel: [Copy of Sample Posts](#)

- Facebook (Commission)
- LinkedIn (Commission)
- Email
- Personal Instagrams *

Tactics

Month/Date	Theme	Recommendation	Channel
Black History Month	Pay inequalities	Achieve and promote pay equity	Facebook Post/Personal Instagram
International Women's Day (March 8)	Mental Health	Prioritize child care programs for an equitable economic future	Facebook Post/Personal Instagram
Women's History Month (March)		Achieve and promote pay equity	
Equal Pay Day (April)			
Mother's Day (May)			
AAPI (May)			
Women's Equality Day (August 26)			
Hispanic Heritage Month (September)		Achieve and promote pay equity	
National Family Caregiver Month (November)		Create a blueprint for child care and Prioritize child care programs for an equitable economic future	

- Timeline
- Website: Calendar
- LinkedIn/Facebook: Posts will follow timeline including basing posts on specific holidays and celebrations
- Flyers: to be distributed and posted on public areas i.e. community centers, libraries with QR codes listed to the report/resources

Key Audiences

- General Public
- Women and Caregiver Groups

Additional strategy ideas

Partner Toolkit

As appropriate, a digital toolkit will be created for agency partners and CBOs. It can include pre-written social media posts and email newsletter content featuring, for example, links to the online surveys, event details, digital flyers, and other promotional materials that these organizations can share with their constituents.

Timeline with Milestones

Month	Theme Focus	Key Activity	Written Content
March	Mental Health	International Women's Day/Women's Month	Facebook Post
May	Child Care Impact	Mother's Day Campaign	Testimonial blog, ECE workforce infographic
June	Economic Equity	Budget season & advocacy	Op-ed + 1-pager for BOS & partners
July	Financial Literacy	Summer savings tips	CalKIDS/CalSavers explainer blog + handout
August	Back-to-School	Workforce pathways	Youth career blog + early ed career brief
September	Accountability	Board of Supervisors Update	Progress report blog + social series

Closing

To: San Mateo County Commission on the Status of Women (CSW)

From: CSW Youth Commissioners

Date: April 15th, 2024

Subject: Youth Commission Updates

Final Updates: Civic Engagement Subcommittee

Diversity Spotlight

- We have done various different people over our course of the project
- Including: Natasha Claire Espino, Supervisor Corzo, Jenny Walter, and Ann Girard
- Please engage with these posts and thank you for your support!

Pamphlet Project

- At our last meeting, discussed a draft of this project and received some amazing feedback
- After many editions of revision and editing, we have our final versions of the pamphlet with us.
- It is a basic introduction into civic engagement for youth, with information about bodies of power, ways students can get involved, and many opportunities.
- We would like your help in distribution.

At our Meeting: Thursday April 17th

- Human services agency - Center On Homelessness presentation
- Chair and Vice Chair Elections

Announcements, Looking Ahead

- SMCYC May Showcase: <https://www.surveymonkey.com/r/2025Showcase>
 - Please RSVP before **May 2nd**
- Applications for the SMCYC Cohort are now live:
<https://www.smcgov.org/ceo/how-to-join>
 - Applications are due **5pm on May 11th**
- Educational Equity Career Exploration Panel
In-person panel at the East Palo Alto Library on **April 26th** from 10am-12pm
 - <https://shorturl.at/efAje>



SAN MATEO COUNTY YOUTH COMMISSION

Seeking applicants between the ages of 13-21 who live in San Mateo County and are passionate about elevating youth voice in local government.

Provide youth perspective on issues such as:

- Civic Engagement
- Community Equity
- Educational Equity
- Environmental Justice
- Health and Wellness
- Immigrant Youth



SMCYC Instagram



SMCYC Website

Application deadline: Sunday, May 11, 2025 at 5PM

www.smcgov.org/ceo/youth-commission

To: San Mateo County Commission on the Status of Women
From: Tanya Beat, Director
Date: April 22, 2025
Subject: Status Update

Vacancy Filled

We are welcoming Larisa Ocañada at the April meeting. She will be sworn in right before the meeting starts at 6pm. Please be there a little earlier to witness the swearing in. A strong waitlist has been established and we have invited those candidates to volunteer with us as community members if they chose to.

May Meeting

Human Services Agency Presentation: Claire Cunningham, Director
Community Acceleration Project Final Presentation: CAP Team
Draft Survey Presentation: Jess Hudson, Communications Lead
Spotlight: Ana Avendaño

June Meeting

Jacki Rigoni will be staffing the June meeting in Tanya's absence.

Google Drive

Please move any committee documents in your committee-based folders under the Commission on the Status of Women Google Drive.

Pride Celebration

- June 14th, Central Park in San Mateo, 11am-5pm
- If the CSW is interested in having a resource table, please have the person who wants to lead the organizing connect with Tanya.
- There are other Pride events in San Mateo County in the month of June
 - Half Moon Bay, June 22
 - South San Francisco, June 28
 - There are probably other events so please look if your city is hosting an event

