To: San Mateo County Commission on the Status of Women

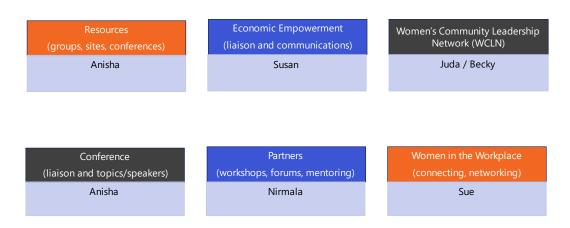
From: Anisha Weber

Date: September 21, 2021

Subject: Commissioner Updates – Women's Leadership Committee

CSW – Women's Leadership Committee

Potential Initiatives



Update:

- RISE Conference (liaison)
 - Continue to identify strong speakers for the conference
 - Continue to identify relevant topics for the conference

Resources

- Continue to attend and present at conferences, webinars, symposiums
- o Continue to gather resource information and identify strong speakers
- Continue to share content/info with Tanya
- Economic Empowerment (liaison)
 - The EE Committee made a presentation to Supervisor Carole Groom on 8/10 on the progress of their research this past year on 3 crucial economic issues for women: early learning & care, financial health & wellness, and procurement & business practices.
 - The EE Team will discuss the results of that presentation to the CSW at our 9/28 meeting.
 - The EE Team will continue our research, keep Supervisor Groom informed, and develop content and a list of speakers for RISE 2022.
 - As part of our effort to inform and educate on these issues, Sylvia Kwan, Chief Investment Officer of Ellevest, a woman-owned investment and banking firm for women will present to CSW on 9/28.
- Women's Community Leadership Network (WCLN)
 - Conducted Women's Equality Day virtual event in August



RISE 2022 Sessions



March 24, 2021

Sub-Committees! Economic Empowerment Leadership in Corporate & Government **Mental Health & Wellness**





March 24, 2021

Three Concurrent Sessions

Morning & Afternoon Time Slots

60 minute sessions

Networking & Exhibit Hall

Keynote Conversations





March 24, 2021

Proposed topic, relevance & value to women in SMC

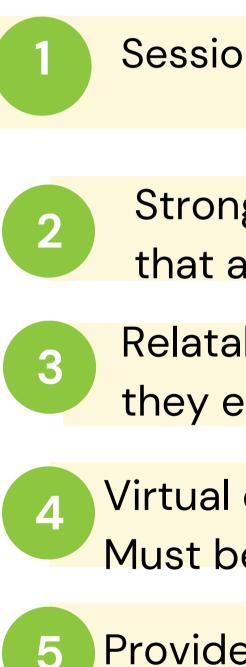
Define & agree on session goals

Originality, educational value

Success at other events?



Speaker Selection Criteria



March 24, 2021

- Sessions determine your speakers
- Strong, clear, simple message that audience can easily apply
- Relatability, ability to teach, & can they entertain & engage?
- Virtual conference experience? Must be confident with tech
- Provide Examples, Waive fees

SAN MATEO COUNTY WOMEN'S HALL OF FAME & YOUNG WOMEN OF EXCELLENCE AWARD

The San Mateo County Women's Hall of Fame, induction ceremony and celebration, will take place on Wednesday, May 11 at a location to be determined. The Hall of Fame was established in 1984 to publicly recognize the incredible work of women of all ages and walks of life from across the County - an honor roll that today exceeds 290 women and includes our Young Women of Excellence honorees. For 2022 we invite nominations of women and girls who are on the frontlines, perhaps someone who is non-traditional whose achievements and contributions have made a lasting impact on our local communities. We are looking for nominees who contribute significantly in the field of mental health, economic empowerment, women's leadership, or in other areas that need to be recognized. Don't miss this opportunity to shine a light on an inspiring woman in your life. Help us celebrate the many who have paved our way.

To learn more about the Hall of Fame, including the honor roll of inductees, visit: csw.smcgov.org

Nomination Deadline: Friday, January 7, 2022

General Rules

- Women's Hall of Fame nominees must be at least 18 years of age
- Young Women of Excellence nominees must be high school juniors or seniors (or equivalent class/age)
- Nominations are open to all women who <u>live or work</u> in San Mateo County without regard to race, color, nationality, sexual orientation, disability, religious or political affiliation
- Current members of the Board of Supervisors, the San Mateo County Commission on the Status of Women, self-nominated candidates, and previous award recipients are not eligible
- The selection panel is comprised of prominent residents from other Bay Area counties who review nominations through an anonymous screening process

- The official nomination form must be used. Additional information will not be considered
- Nomination form and tips for writing a compelling nomination are available on the Commission's website at http://csw.smcgov.org
- Individuals and organizations may submit more than one nominee, including past nominees
- Awards may be given posthumously. All other recipients must be present at the induction ceremony to be formally recognized as a Women's Hall of Fame or Young Women of Excellence honoree
- Awards will be presented during the **Women's** Hall of Fame ceremony held on May 11, 2022

Qualities of Candidates

The Women's Hall of Fame and the Young Women of Excellence honors community leaders who have excelled in any of the following areas:

WOMEN'S HALL OF FAME

- *Exceptional leadership and civic engagement,* providing opportunities and service to others in business, government, or community sectors
- *Equity and inclusion advocacy,* striving to create or support access efforts to professional or community resources for underrepresented groups
- *Risk-taking and justice- seeking,* pursuing continual self-improvement and helping others to grow through social action

YOUNG WOMEN OF EXCELLENCE

- *Emerging community leadership*, performing outstanding volunteer service, in addition to school activities
- *Academic excellence and campus involvement,* demonstrated commitment to intellectual growth and contributions to the quality of broader school environment through extra-curricular activities
- Unusual courage or perseverance in daily life

Guidelines for Completing 3-page Nomination for the Women's Hall of Fame or Young Woman of Excellence Award

PAGES 1–2: In a separate Word document tell us how your nominee meets the evaluation criteria above. Limit your submission to no more than two typed pages in 12-point font.

PAGE 3: A third page in your Word document may be used to list recognition and awards.

Do not use the nominee's name in the Word document. Judging is done anonymously; names will be blocked out if this guideline is not followed.

Submission Requirements

- 1. Deadline: Friday, January 7, 2022. Entries postmarked after this date will not be accepted.
- 2. Check for accuracy. References, dates and names will be verified and may be used for publicity.
- 3. Return this nomination form to:

Tanya Beat tbeat@smcgov.org By mail to: Commission on the Status of Women 455 County Center, 5th Floor Redwood City, CA 94063 Attention: Tanya Beat

Evaluation Criteria

WOMEN'S HALL OF FAME

- *Impact of major achievements* How has this woman's contributions improved community life in San Mateo County?
- *Experience* Describe the nominee's professional or volunteer service and how it elevates equity in our local and regional communities (in culturally, economically or politically relevant ways)
- *Distinction* What distinguishes the nominee as a leader from her peers and/or colleagues?

YOUNG WOMEN OF EXCELLENCE

- *Impact of major achievements* How has this young woman's contributions improved community life in San Mateo County?
- *Experience* Describe the nominee's achievements across her volunteer, extracurricular, and/or academic experiences
- *Distinction*—How has this young woman demonstrated initiative as an emerging leader?

Women's Hall of Fame & Young Women of Excellence NOMINATION FORM

Please print clearly in BLA	CKINK	Please select one:	WOMAN	YOUNG WOMAN
			Pi	ronouns
Address	MIDDLE	LAST		
Home phone ()	Work phone ()	Cellphon	e ()	
	Young Woman			
Email	Birthdate*	School*		SENIOR
Name of nominator	FIRST	MIDDLE	LAS	т Т
Address				
	STREET	CITY		ZIPCODE
Home phone ()	Work phone ()	Cellphone ())	
Email				
How do you know the nomine	ee?			
Please provide the names	of THREE References who w	ill attest to the nominee'	s stated accom	plishments.
Name		Title		
Address				
	STREE Email			
Name		Title		
Address				
	STRE		CITY	ZIPCODE
Home phone ()	Email			
Name		Title		
Address				
	STRE		CITY	ZIPCODE
Home phone ()	Email			

For additional information, please contact Commission Director, Tanya Beat at tbeat@smcgov.org or (650) 363-4467

I am aware that information provided may be used for the event program and press release. To the best of my knowledge, the information is accurate.

TIMELINE:

RISE 2022 Women's Leadership Conference & Women's Hall of Fame

June/ July / August

- o Create Planning Overview, Process, and Calendar
- o Draft Budget
- Propose, discuss and confirm dates
- o Analyze Virtual Event Platforms
- o Confirm virtual platform
- o Update, Revise, Finalize WHoF Nomination Form

September

- o RISE 2022: March 23-24, 2022 (virtual event only)
- o Women's Hall of Fame: May 11, 2022, 4:00-6:00pm (in-person)
- o Update smcwomenlead website
- Update CSW Website
- o Design Save the Date / Nomination media: March 23 & 24
- o Request Sessions (and session goals) from Sub-Committees

October

- Create Press Kits
- Press Releases with County Communications
- o Source possible nominations from Sub-Committees
- o Sub-Committees Priority Speakers (group discussion and consensus)
- o Commissioner Orientation to Virtual Platform
- o Source & Identify Judges: Alameda, Marin, Contra Costa
- o Identify Plenary Speakers
- o Confirm Scholarships for Top Two Young Women of Excellence Honorees
- o Test Platform; registration system; speaker system

November

- o Sub-Committee Submit Top 3 Sessions with Proposed Speakers
- o Work with Julie on Speakers to add for smcwomenlead

- Follow up with potential sponsors
- o Invite Plenary Speakers
- o Commissioner Orientation to Mobile App
- o Provide RISE 2022 Sections for Commissioners to manage

December

- o Last Push for WHoF Nominations
- o Confirm Judges
- o Early Bird Registration Launch
- Launch Exhibiter Registrations

January

- o WHOF Nomination Deadline (January 7, 2022)
- o Reference Check on prospective Honorees
- o Prepare Nomination forms and packets for judges
- Check-ins and reminders for Judges

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February

- Confirm Indoor/Outdoor Venue
- o Contact Caterers, public television (PenTV)
- o Order crystal plaques
- o Request resolutions and certificates from Legislators
- Start Program Design
- o Obtain Judges bio for program
- o Thank you letters to judges
- Notify nominators and selected honorees
- Notify nominators and non-selected honorees
- Early Bird Registration Closes (proposed fees: \$25)

March

- o Regular Registration Starts (proposed fees: \$40)
- o WHoF Honoree Orientation
- o Update website with Honoree Info
- Tech and practice run throughs for all sessions
- Practice networking sessions

- o Confirm Exhibitor Incentive Game
- o Raffle Prizes

April

- Launch media campaign for WHoF
- o WHoF Registration Launch: \$25
- o Catering & Cocktails confirmed

May

- Coordinate with Julie on Program content
- o Print Programs
- Make and print name tags

To: San Mateo County Commission on the Status of Women

From: Economic Empowerment Committee

Date: September 28, 2021

Subject: Commissioner Updates

Update: Update/Result of Presentation to Supervisor Carole Groom, August 2021

Feedback from Supervisor Groom to Economic Empowerment Committee

Supervisor Groom was very engaged and interested in our presentation. She wanted to know how she could help. She felt we needed to bring in more thought leaders and "heavy hitters" to help us bring more awareness to these issues and take our work to the next level. She is very happy to introduce us to county leaders and experts as we need. The EE Team will continue to update Sup Groom and develop/shape content and speakers for RISE 2022.

Inclusive Procurement

Feedback:

- Acknowledges that more should be done to support and sponsor women entrepreneurs.
- Recruit a cross-sectional committee to address "women-in-tech"

Next Steps:

- Inclusive procurement and fostering a more lucrative economic environment for female tech entrepreneurs could take very different paths so we need to define what the needs are and what key sponsors are willing to commit to.
- How do we define a "women-owned small business"? A solo practice providing professional services? A retail, bricks-and-mortar business? A venture-backed tech firm? All of the above?
- When SAMCEDA talks about "small business" how do they define it? What is the profile of the women-owned small businesses that are receiving grants? It's important to note that Chambers of Commerce have had less influence in newer generation of businesses (i.e. tech, women-owned, minority-owned).

Financial Health & Wellness

Feedback:

• SAMCEDA and Chambers of Commerce are wonderful sources of information on women small business owners and their economic well-being. Supervisor Groom is happy to introduce us to CEOs of two local Chambers.

Next Steps:

- More research on the economic status specifically on women in San Mateo County.
- Delve deeper into data re anxiety and lack of confidence for women investors.
- More information on "best practice" financial benefits offered at large and small business as well as govt sponsored tools available to most women.

Early Learning & Care

Feedback:

- The county has made a large investment in this area this past year
- Significant data on early learning preparedness coming in through Big Lift which will inform next steps / areas of focus

Next Steps:

• Work with partners in the county to understand priorities for early learning & care coming out of the Big Lift

The following has been added by Tanya Beat Women's Economic Empowerment: Committed Citizens Making

Changes

- Thursday, November 11, 2021
- 11:30 AM 1:00 PM

https://www.fairlightadvisors.com/events/womens-economic-empowerment-committed-citizensmaking-changes

Women and Money

Prepared for: Commission on the Status of Women, County of San Mateo

Sylvia S. Kwan, Chief Investment Officer Ellevest September 28, 2021

Money is the #1 source of stress for women

- 65% of women (vs 52% of men) say money is their #1 source of stress
- On average, women retire with two-thirds the money that men do.
- Women are 80% more likely to be impoverished in retirement.

https://www.pwc.com/us/en/private-company-services/publications/assets/pwc-2019-employee-wellness-survey.pdf https://www.nytimes.com/2016/06/04/your-money/for-many-women-adequate-pensions-are-still-a-far-reach.html https://www.nirsonline.org/2016/03/women-80-more-likely-to-be-impoverished-in-retirement/

Women Have Economic Power

- Control \$5.1 Trillion of US Wealth
- Will inherit \$29 Trillion over the next 40 years
- Will control two-thirds of US wealth by 2030
- Are **45**% of American millionaires

Source: Center for Talent Innovation: Power of the Purse Study: https://coqual.org/wp-content/uploads/2020/09/25_harnessingthepowerofthepursefemaleinvestors_keyfindings-1.pdf.

Yet

- Average female investor keeps 71% of her portfolio in cash
- 67% feel misunderstood by their financial advisors
- Only 38% of women invest in the financial markets
- 55% of women say investing is "not for people like me"

Source: 2016 and 2019 Global Investor Pulse Survey, Blackrock, https://www.blackrock.com/corporate/newsroom/press-releases/article/corporate-one/press-releases/global-investor-pulse-survey

Could it be because...

86%

OF FINANCIAL ADVISORS ARE MEN ¹



OF HEDGE FUND MANAGERS ARE MEN ²



OF VC PARTNERS ARE MEN ³



OF WALL STREET TRADERS ARE MEN 4 95/0 of mutual fund managers are men 5

- 1. 2013, April 3. Young women are bad at money, say old men. Retrieve from bloomberg.com.
- 2. Fortado, Lindsay. 2017, August. Hedge funds start to face up to extreme gender imbalance. Retrieved from <u>ft.com</u>.
- 3. Primack, Dan. 2014, February 6. Venture Capital's Stunning lack of female decision makers. Retrieved from fortune.com.
- 4. Sherry, Maureen. 2016, August. Fortune: The Brutal Truth About Being a Woman on Wall Street. Retrieved from fortune.com.
- 5. Davis, Erin; Pavlenko Lutton, Laura. 2015, June. Morningstar Research Report: Fund Managers by Gender. Retrieved from morningstar.com.

What we've learned from thousands of hours of research

- Women underestimate their knowledge of finances and investing
- Women believe they need to be experts in finance and investing BEFORE getting started
- Women are turned off by jargon used in the industry
- Women don't believe they are served well by the investing industry

The Ellevest 2018 Money Census (the "Census") was conducted online between November 3-10 2017 in conjunction with Chadwick Martin Bailey. Base: Women (1,034), Men (1,009), Women of Color (231), Non-Women of Color (808), LGBTQ (200) and Non-LGBTQ (968). Participants are US residents who range in age from 22-65, more than 90% of whom are above the age of 30. All participants represented having personal incomes of \$50,000 or greater and were involved in managing their personal or household finances. Not all questions were answered by Census participants. The Census was funded by Ellevest.

What we've learned from thousands of hours of research

- Savings and investing are a means to achieving financial goals
- Women aren't risk adverse, they're risk aware
- Success isn't about beating a benchmark; it's measured by whether or not she can reach her goals
- Women want to make more money at work
- Women want to align their investing with their values

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Ellevest aims to turn money from the #1 source of stress for women to #1 source of strength

Holistic approach to financial wellness by helping women earn more, keep more, and grow more money at every stage of her financial life Saving and investing is women's #1 confidence driver

- Get women engaged with their finances by meeting them where they are
- Help women proactively navigate their careers and earn more at work
- Provide financial knowledge in plain English : in-app quick tips, courses, workshops, individual coaching
- Make investing accessible no minimums, low fees, diversified portfolios of ETFs and funds
- Provide support through community

Disclosures

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To: San Mateo County Commission on the Status of Women

From: Tanya Beat, Director

Date: September 28, 2021

Subject: Status of recent events/projects

Domestic Violence Council

- Becky Abens is ending her final term this December and we are seeking a new liaison from the CSW to the Domestic Violence Council.
- Role: voting member, contribute with ideas and discussion.
- Four Meetings per year (one per quarter) usually on the second Thursday of the first month of the quarter. Meetings are 3:00 4:30pm.
- Opportunity to serve on one of three sub-committees: Domestic Violence Awareness Committee; Legal Process Committee; Policy & Legislation Committee.
- Provide updates to the CSW on DVC meetings.

Youth Commissioner Mentors

- We are seeking mentors for the two new Youth Commissioners for this year.
- Role:
 - Support: answer any questions they may have about the CSW.
 - Mentor: get to know them! Check in with youth commissioner about their projects with the Youth Commission and possible collaborations with Youth Commission.
 - Coach: Inquire about their experience with the CSW and listen to feedback about their experience.
 - Check-ins can happen by phone, Zoom, or in-person depending on what you agree with and can happen as frequently as is needed.
- AB 361 Changes to Teleconference Procedures
 - Summary:
 - Due to the recent chaptering of AB 361 (refer to meeting materials), a bill that formalizes and modifies the teleconference procedures implemented by California public agencies in response to the Governor's Executive Orders addressing Brown Act compliance during shelter-in-place periods, County Boards and Commissions will need to adopt their own resolution making the requisite findings to allow them to continue meeting remotely. This resolution should be adopted every 30 days until the particular Board and Commission decide to meet in person.



COUNTY OF SAN MATEO INTERDEPARTMENTAL CORRESPONDENCE

CONFIDENTIAL ATTORNEY-CLIENT COMMUNICATION

To:	All Brown Act Legislative Bodies		
From:	John C. Beiers, County Counsel Aco		
Subject:	AB 361: Brown Act Changes to Teleconference Procedures		
Date:	September 20, 2021		

Background

As you know, on June 11, 2021, Governor Newsom issued Executive Order N-08-21, which rescinded his prior Executive Order N-29-20 and set a date of October 1, 2021 for public agencies to transition back to public meetings held in full compliance with the Brown Act. The original Executive Order provided that all provisions of the Brown Act that required the physical presence of members or other personnel as a condition of participation or as a quorum for a public meeting were waived for public health reasons. If these waivers fully sunsetted on October 1, 2021, legislative bodies subject to the Brown Act had to contend with a sudden return to full compliance with in-person meeting requirements as they existed prior to March 2020, including the requirement for full physical public access to all teleconference locations from which board members were participating.

<u>On September 16, 2021, the Governor signed AB 361</u>, a bill that formalizes and modifies the teleconference procedures implemented by California public agencies in response to the Governor's Executive Orders addressing Brown Act compliance during shelter-in-place periods.

New Rules for Board Meetings by Teleconference

Under what circumstances can a board/commission use teleconferencing after September 30th?

<u>AB 361</u> allows a local agency to continue to use teleconferencing under the same basic rules as provided in the Executive Orders in any of the following circumstances:

1. Automatically whenever the legislative body holds a meeting during a proclaimed state of emergency, **and** state or local officials have imposed or recommended measures to promote social distancing¹;

¹ Currently, the local health officer has not "imposed or recommended measures to promote social distancing," and the state's website indicates that social distancing "requirements" are no longer in effect, except for rules on "mega-events" over 1,000.

All Brown Act Legislative Bodies September 20, 2021 Page 2

- 2. When the legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees; or
- 3. When the legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees. (This is the criterion that will most likely apply if your board/commission wishes to continue teleconferencing, given the lack of social distancing measures.)

New requirement for teleconferencing - findings every 30 days regarding the circumstances of the emergency.

AB 361 also requires that, if the state of emergency remains active for more than 30 days, the agency must make findings by majority vote every 30 days to continue using the bill's exemption to the Brown Act teleconferencing rules. The findings are to the effect that the need for teleconferencing persists due to the nature of the ongoing public health emergency and the social distancing recommendations of local public health officials. Effectively, this means that local agencies will have to put an item on the agenda of a Brown Act meeting once every thirty days to make findings regarding the circumstances of the emergency and to vote to continue relying upon the law's provision for teleconference procedures in lieu of in-person meetings. We have enclosed a sample resolution and a sample board cover memo with proposed factual findings appropriate for San Mateo County.

New public participation rules during a teleconferenced board/commission meeting.

Moreover, to continue to rely upon teleconferencing, the board/commission must comply with several rules to protect the public's right to participate in meetings. Fortunately, most of these rules are already in use by most legislative bodies operating under the Executive Orders, but not all.

- 1. AB 361 forbids agencies from requiring public comment to be submitted in advance, and requires an opportunity to address the public in real time. Limiting comments to e-mails received prior to the meeting is no longer acceptable.
- 2. The new law regulates, for the first time, the rules and procedures for opening and closing a public comment period for agenda items. AB 361 imposes restrictions on agencies closing registration for making public comment until the public comment period has ended or a reasonable time has elapsed; where the agency does not impose a "timed" public comment period and allows the public to comment on each agenda item, a

All Brown Act Legislative Bodies September 20, 2021 Page 3

reasonable time for indicating a desire to comment must be provided. As a result, agencies utilizing a practice in which a brief window of time is provided to use the "raise hand" feature should consider whether the time period meets the standard for reasonableness.

- 3. AB 361 prohibits agencies from taking action on agenda items when there is a disruption to the teleconference proceedings or technical failure on the agency's end which prevents members of the public from making comments, until public access is restored. The law creates a cause of action to challenge agency actions taken during a disruption to public access.
- 4. Notwithstanding Brown Act prohibitions on requiring attendees to register their names as a condition of meeting attendance, AB 361 expressly authorizes agencies to use third-party teleconference platforms that require registration.

What is no longer required for teleconferenced board meetings?

The requirements that teleconference locations: (1) each have posted notices or agendas, (2) be accessible to the public, or (3) be identified by address on the agenda are suspended. Also suspended for fully-teleconferenced meetings is the requirement for the agency to make available a physical location to observe the meeting or make public comment.

Conclusion

In sum, AB 361 provides that Brown Act legislative bodies must return to in-person meetings on October 1, 2021, *unless they choose to continue with fully teleconferenced meetings because a specific declaration of a state or local health emergency is appropriately made*. AB 361 allows local governments to continue to conduct virtual meetings as long as there is a gubernatorially-proclaimed public emergency in combination with (1) local health official recommendations for social distancing or (2) adopted findings that meeting in person would present risks to health. We have enclosed a sample resolution and a sample board cover memo with proposed factual findings to accomplish the second approach at your option. AB 361 is effective immediately as urgency legislation and will sunset on January 1, 2024.

Coming Soon: AB 339

A companion bill, AB 339, would affirmatively require cities and counties larger than 250,000 in population to provide two-way telephonic or Internet-based participation in public meetings, including in-person meetings and irrespective of public health emergency status, and require smaller jurisdictions that implemented online meetings prior to June 15, 2021 to continue to do so. It would also require the provision of in-person public comment opportunities except under specified circumstances during a declared state or local emergency, and would prohibit taking action on agenda items in the event of a disruption to public participation via teleconference that

All Brown Act Legislative Bodies September 20, 2021 Page 4

is "within the agency's control." We interpret this to mean that if the meeting livestream goes down, the meeting must be suspended, but not if an individual member of the public drops off or is disconnected due to technical issues. This bill would sunset on December 31, 2023. AB 339 is on the Governor's desk and we will update you if it is signed into law.