

San Mateo County Commission on the Status of Women

Saturday, March 11, 2023

Room 101

455 County Center, Redwood City, 94063

Meeting Minutes

8:25am	Commission Business - Call to order	Maya Tussing, President
	<ul style="list-style-type: none">▪ Roll Call Present: Julissa Acosta, Nirmala Bandrapalli, Anya Drabkin, Ann Girard, LaSaundra Gutter, Jess Hudson, Susan Kokores, Melissa Lukin, Aysha Pamukcu, Ellen Tafeen, Susan Takalo, Maya Tussing, Anisha Weber Absent: Aileen Cassinetto, Cheryl Fama, Natalie Handel, Cate Warden, Candra Williams Other: Tanya Beat, Jacki Rigoni, Gladys Balmas▪ Public Comment: Dayna Chung, Rose Tejada▪ Approval of Agenda (Action) Motion by Anisha Weber. Second by Nirmala Bandrapalli. Approved.▪ Introduction of Retreat Facilitator	
8:45am	Group Agreements	Gladys Balmas
9:00am	Supervisor Corzo's Priorities & Debrief	Jacki Rigoni, Senior Legislative Aide
9:30am	Connecting Commissioners Activity	Gladys Balmas
10:00am	Break	
10:10am	Mission, Vision, and How we Collaborate	Gladys Balmas
11:00	Overarching Theme and Proposed Issues Financial Gaps Childcare and Early Learning Women-owned Small Business	Gladys Balmas
11:25	Lunch Break	
11:55am	Goals Ideation Station See attached Work Groups notes	Gladys Balmas

12:45pm	SMARTIE Work Plans Work Groups started on SMARTIE Work Plans specific to one goal. They will resume Work Plan specifics and action items at the following CSW meeting.	Tanya Beat
1:15pm	Reflection	Gladys Balmas
1:30pm	Close	Gladys Balmas

FlipChart Notes for each Work Group

Work Groups – Financial Gap

Susan Kokores
 Anisha Weber
 Anya Drabkin
 LaSaundra Gutter
 Ellen Tafeen
 Susan Takalo (maybe)

The main goal identified: Collaborate with banks, credit unions, financial NGOs and financial tech organizations to research and determine top 2 drivers of the financial wealth gap for women in San Mateo County; and deliver a report to the BOS. Steps include: choose and develop partnerships, develop data gathering plan, pull together data and create a report.

Other goals identified were to create education systems on how to organize and manage financial planning throughout a woman's life cycle- banks and credit unions should be responsible for this, push for adoption of a financial literacy program for high school or college, identify cracks in the system for why women make less to start with.

Work Groups – Women-Owned Small Business

Maya Tussing
 Nirmala Bandrapalli
 Susan Takalo (maybe)

Questions about Small Business: What is data regarding WOSB? How do we measure the metric? How do we divide the "sectors"? Initiatives around minorities & WOSB? How is SBA involved? Chambers of Commerce male dominated?

Goal: Affect Policy for WOSB through data gathering and analysis

Priorities:

- Data, surveys – needs assessments
- Education & Support Services / Resources

Artists
Survey businesses
NABO WEBE Healthcare
How do we collect data – it exists
Businesses w/o licenses
Financial literacy for WOSB
PPP loans were hard for WOSB to receive
No safety net for WOSB
Legal, financial, social resources

Work Groups - Childcare and Early Learning

Jess Hudson
Aysha Pamukcu
Julissa Acosta
Melissa Lukin
Ann Girard

- Removing barriers to opening own childcare
- Universal pre-K
- Immediate, short-term funding (measure K)
- Equitable, workforce development
 - o Better living wage
 - o Training
- Communications/Marketing of Resources
 - o BOS role in disseminating information
 - o Networking events to get info in community (include childcare)
- Focus on D2 funding (greatest need)
- Non-traditional childcare hours (7 days/week)
- Childcare as means to greater participation and self-actualization (the “why”)
 - o Participate & invest in your community
 - o It’s a male issue too

Priorities are to:

- Develop the “why” around the community benefit to childcare – leads to full civic participation, self-actualization.
- Create a Childcare Task Force to research data for impact
- Recommend equitable, workforce development that is specific to training and better living wage.



COUNTY OF SAN MATEO

COMMISSION ON THE STATUS OF WOMEN

Meeting Minutes

Tuesday, February 28, 2023, 6:30-8:30pm

1. **Call to Order and Land Acknowledgement**
2. **Swearing in of New Commissioners by Supervisor Noelia Corzo**
3. **Roll Call**
 - a. **Commissioners Present:** Julissa Acosta, Aileen Cassinetto, Anya Drabkin, Ann Girard, LaSaundra Gutter, Natalie Handel, Jess Hudson, Susan Kokores, Melissa Lukin, Aysha Pamukcu, Ellen Tafeen (left early, no vote on #10), Susan Takalo, Maya Tussing, Anisha Weber, Cate Warden, Candra Williams (late, vote only on #10)
Staff: Tanya Beat, Jacki Rigoni
Absent: Sue Datta, Cheryl Fama, Nirmala Bandrapalli
Guests: Supervisor Corzo, Linda Wolin

4. **Public Comment** – none

5. **Action to Set Agenda and Approve Consent Agenda Items**
Motion to approve by Susan Kokores. Seconded by Anisha Weber. Approved.

CONSENT AGENDA

6. **Adopt a resolution finding that, as a result of the continuing COVID-19 pandemic state of emergency, meeting in person would present imminent risks to the health or safety of attendees.**
7. **Approval of January Minutes** (action under Consent)

REGULAR AGENDA

8. **President Pine's Priorities for 2023** - Linda Wolin, Chief of Staff
 - Process: BOS retreat; creation of sub-committees, study sessions on specific issues, formalize board rotation policy
 - Re-evaluation of Measure K funding and resources
 - Policy Objectives: sea-level rise, climate issues and assets, children and youth, childcare, mental health, reduce gun violence, homelessness, continue supporting economic recovery from COVID, equity and social justice, support of reproductive rights, LGBTQ+ visibility,
 - Update on Reproductive Rights Advocacy Plan started in 2022. Funds to Planned Parenthood in San Mateo; SMC joined Bay Area Abortion Rights Coalition
 - Priorities that came from BOS Retreat: Affordable Housing, Children and Youth, Emergency Services, and Data so that they can make data-driven decisions.
 - Top issues for study sessions: affordable housing and data, mental health, children and youth, emergency services, Fentanyl crisis, response to fire, social determinants of health, other opportunities to pursue equity or how to support the Equity Office, law enforcement oversight, universal basic income, addressing poverty, streamlining building permit processes.

- **Q&A:** What is [Measure K](#) (half cent sales tax; 10 years old)? Learn more from the [Measure K Oversight Committee report and download the report and presentation](#) from the Feb 28, 2023 BOS Meeting.
- **Q&A:** Are there any specific issues you want to address under the general topic of children and youth? What is the best way for the CSW to engage with the BOS? Supervisor Corzo shared that they have yet to get into specifics with all the issues. For engagement, Jacki Rigoni will be the staff person to attend meetings and represent Sup. Corzo (as a starting place). CSW members are welcome to contact the Supervisors at any time of course.

9. Supervisor Corzo - Vision

- **Personal Story:** became a mom at 20 years old and now her son is 12. She was attending SFSU at the time. She got involved with her son's schools and was on the San Mateo Foster City School Board for five years. She received her degree in Sociology and started working with foster youth. Then worked in community organizing with Faith in Action and then was a social worker for Golden Gate Regional Center.
- **Vision:** Diversity in Leadership is very important. Having safety net services helps people feel empowered and have agency which strengthens goal-setting and creating lasting change for the entire community.
- Want to be transparent, accountable and creating access for people; and do that through strong community engagement.

10. 2023 Meetings

- **Hybrid Meeting announcement:** The County is allowing hybrid meetings. Tanya is still checking on what that looks like for Commissioners and members of the public and if they are different. Specifically, what do commissioners have to do in order to meet virtually and not post their home address?
- **Locations and Time Change (action) –** Motion to revise CSW meeting time to 6:00-8:00pm by Ann Girard. Seconded by Maya Tussing. Approved.

***The Group agreed to remove the Wellness Break**

11. REPORTS:

- Youth Commission – they cede their time for agenda item #12

12. Retreat Preparation (presentation)

- Collected feedback. Had meetings with Commissioners to gather information.
- CSW Mission
- Proposed Theme of economic empowerment (see mtg materials)
 - Financial Gap
 - Childcare and Early Learning Access
 - Small Businesses
- Feedback from Commissioners:
 - All topics were clear and important;
 - Interested in universal guaranteed income; poverty, emergency services
 - Ensuring that we are supporting women in accessing retirement security
 - Financial literacy for youth and tools for parents
 - How can we elevate youth and specifically girls' needs under these areas?
 - Providing more support to child care owners so they can increase wages and adding staff which increase slots for kids. Staff need educated.

- vii. Are there best practices from other counties that we could mimic?
- viii. Where are the bright spots here in SMC that are working? Example: Universal preschool and a living wage is an example in SSF
- ix. Connect the BOS priorities to what we want to focus on.
- x. How do we provide resources that helps women-owned businesses? Info could be loans, grants, training
- xi. Prioritizing women-owned businesses in procurement – their product, service

13. Commissioner Announcements:

- CORA looking for space, April event, 50 people or so. Contact Maya to share venue.
- Immigrant Youth Scholarship: \$1000 When the info is available, it will be provided.
- ReBuild Together needs team captains for the national rebuilding day in April. Please let Melissa Lukin now if you have referrals.
- Coastside Victims Funds is still open – through City of HMB. Goes directly to victims’ families.

Future announcements: please provide a website and flyer so that an email can be sent out for outreach. You can email the group – just bcc everyone.

14. Adjournment

The **Commission on the Status of Women Group agree** to arrive on time/start on time; take turns speaking; speak loud enough for everyone to hear; be courteous of other opinions; listen to hear a different perspective than your own; mute phones; allow the chair to guide the process; Chair will check in about remaining time at 8:15 PM.

Public records that relate to any item on the open session agenda for a regular or special meeting of the Commission on the Status of Women are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to members of the Commission. Those public records are available online and for public inspection at the Human Resources Department located at 455 County Center, 5th floor, Redwood City, CA 94063 by appointment. The public records may also be transmitted electronically by emailing tbeat@smcgov.org or calling 650-363-4467. **IN COMPLIANCE WITH THE CALIFORNIA GOVERNMENT CODE AND THE AMERICANS WITH DISABILITIES ACT**, auxiliary aids and services for this meeting will be provided upon request when given three days’ notice. Please call 650-363-4467 (voice) or email tbeat@smcgov.org to make such a request.

Project Title _____

Answer the following questions for yourself and share with the other members of the team. Consolidate your answers to help build an effective team.

Question	Answer
Describe success for your project?	
With respect to working on projects, what are your strengths? What do you like to do?	
What do you think would help to make this a positive and productive team?	
How can we set up each other for success?	
How would you describe a dependable teammate?	
What challenges or obstacles you face in working on this project that your teammates should know about?	

RISE 2024 Women's Leadership Conference

Planning Committee: Anisha Weber, Aileen Cassinetta, Dayna Chung, Amanda Anthony, Kalimah Salahuddin

What: The Commission on the Status of Women is hosting an [event](#) where information from three areas of women's economic status will be presented, and the audience will be engaged in feedback and identifying community solutions.

When & Where: Thursday, March 28, 2024 at the College of San Mateo, Bayview Room

Overview: Women have been disproportionately impacted by the COVID-19 pandemic and the County has done much in the way of recovery funds to help. However, women went into the pandemic worse off due to existing systemic inequities in the workforce, such as a persistent pay gap and occupational segregation. When the pandemic hit, frontline and service sectors, what we called "essential workers," were the most impacted. In many of these sectors women are occupationally segregated, making up in some cases more than 70% of a particular industry's workforce such as child-care. It is critical to understand that when women lose jobs, lose child-care, and spend their savings to survive, it creates instability in our economy. When women are economically secure, they invest in their families, spurring economic growth and creating a more stable community for everyone.

California Commission on the Status of Women & Girls; US Dept of State

Proposed Theme: Economic Empowerment for Women

Tagline Ideas:

Advancing Women's Economic Equity & Representation

Beyond Surviving to Thriving: Women's Economic Empowerment

Roadblocks, Inclusion, Success, and Equity: Women's Economics

Audience: Women and allies who are interested in economic empowerment of women and who engage in the conversation to create community solutions.

Program Structure

- Breakfast with Electeds and Keynote
- Presentation of Information with Panel, Topic 1
- Roundtable Engagement, Topic 1
- Presentation of Information with Panel, Topic 2
- Roundtable Engagement, Topic 2
- Presentation of Information with Panel, Topic 3
- Roundtable Engagement, Topic 3
- Lunch Keynote
- Networking & Marketplace

Committee Responsibilities:

- Focus and decide on “tagline” and marketing aspects
- Creation of Program Flow & Agenda. Work with commissioners on presenting their data, solutions, and gathering feedback from participants on three issue areas
- Vet and manage the keynote speakers; ([submission form will be utilized](#))
 - Morning Keynote sets stage of “why” inequities exist and purpose to be here today.
 - Close keynote is inspiration for solutions and looking forward
- Organize Resource Tables (resource tables / marketplace area)
- Promotion & Outreach
- Food and Beverage (selection and budget)
- Logistics – specifically a person to help assess registration and another person to help with technical production (recording, livestreaming, & set up of translations)
- Onsite management (roles and responsibilities for onsite coordination with commissioners & volunteers)
- Planning décor and theme for onsite “look”; schwag
- Sponsorship – attainment of funds for speaker fees, travel, lodging

*****To get your own editable copy of this template, click here.*****

SMARTIE Goals Worksheet

Goals are a concrete way to drive results, but without an explicit equity and inclusion component, goals won't produce better outcomes for marginalized communities, address disparities, or support belonging. Introducing SMARTIE goals! SMARTIE stands for:

S TRATEGIC	Reflects an important dimension of what your organization seeks to accomplish (programmatic or capacity-building priorities).
M EASURABLE	Includes standards by which reasonable people can agree on whether the goal has been met (by numbers or defined qualities).
A MBITIOUS	Challenging enough that achievement would mean significant progress—a “stretch” for the organization.
R EALISTIC	Not so challenging as to indicate lack of thought about resources, capacity, or execution; possible to track and worth the time and energy to do so.
T IME-BOUND	Includes a clear deadline.
I NCLUSIVE	Brings traditionally marginalized people—particularly those most impacted—into processes, activities, and decision/policy-making in a way that shares power.
E QUITABLE	Seeks to address systemic injustice, inequity, or oppression.

By incorporating equity and inclusion into your SMART goals, you can make sure your organization's commitment to racial equity and inclusion is anchored by tangible and actionable steps. Here's an example of a SMART goal turned SMARTIE:

SMART	SMARTIE
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Build a volunteer team of 100 door-to-door canvassers by May...	...with at least 10 people of color recruited as volunteer leaders first, so that they can help shape the way we run the canvasses.
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Please note: there’s a fine line between inclusion and tokenism. What’s the difference? Power. In most cases, it’s not enough to tack on “...and x number of volunteers/new hires/spokespeople should be people of color” unless the people you’re trying to include will be able to influence the work in a meaningful way. SMARTIE goals are about including marginalized communities in a way that shares power, shrinks disparities, and leads to more equitable outcomes.

Learn more about [How to Embed Inclusion and Equity in Your Goals](#) and visit our [Goals Bank](#) for inspiration. Ready to get started? Use our SMARTIE goals **practice sheet** below.

Start Writing Your SMARTIE Goals

Use this template to write a goal for yourself or a team member.

Time-Bound: My goals between (start date) and (end date) are to achieve this **Strategic** and **Ambitious** outcome:

I will know success when I see it using these **Measurable** standards:

-
-

A **Realistic** plan to achieve this goal includes these tactics/activities (consider time, resources, capacity):

	By <input type="text"/> (date)
	By <input type="text"/> (date)
	By <input type="text"/> (date)

Start Writing Your SMARTIE Goals

Thinking about **Equity and Inclusion**: Can you imagine there being any unintentional *disparate impact* along lines of power and identity? How might inequity or exclusion show up? For whom?

How could you *change the goal* to either mitigate that disparate impact or make **Equity and Inclusion** more explicit?



EMERGING LEADERS PROGRAM

PROGRAM OVERVIEW

2023-2024

Leadership Council San Mateo County

Leadership Council San Mateo County is a nonprofit dedicated to connecting, inspiring, and educating leaders from the business, government, and nonprofit sectors to positively transform San Mateo County and find solutions for the biggest issues facing our communities.

Emerging Leaders Program

The Emerging Leaders Program is immersive, 10-month, professional development for rising leaders. It provides a career-changing experience through a combination of transformational skills training, civic engagement, and relationship building.

Participants receive training from, and access to, influential leaders from some of the region's most high-profile corporations, small businesses, nonprofit organizations, and government entities.

As they learn and collaborate with a diverse group of peers from across SMC, participants find inspiration and connection that empower them to expand their organizational and community impact.

Our Curriculum Offers

★ Leadership Skills Development

focusing on practices that strong leaders use to inspire and create change. Expert coaches lead participants through monthly workshops that teach leadership skills using real-world situations.

★ Civic Understanding

of the complexity and connectivity of the issues facing SMC and the resources available to solve problems. Participants engage in community service by working in small groups, applying their developing leadership skills and community knowledge.

★ Relationship Building

that starts with an inclusive and welcoming cohort of the Class of 2024 and expands to influential leaders from across SMC. An optional mentoring program is also available.

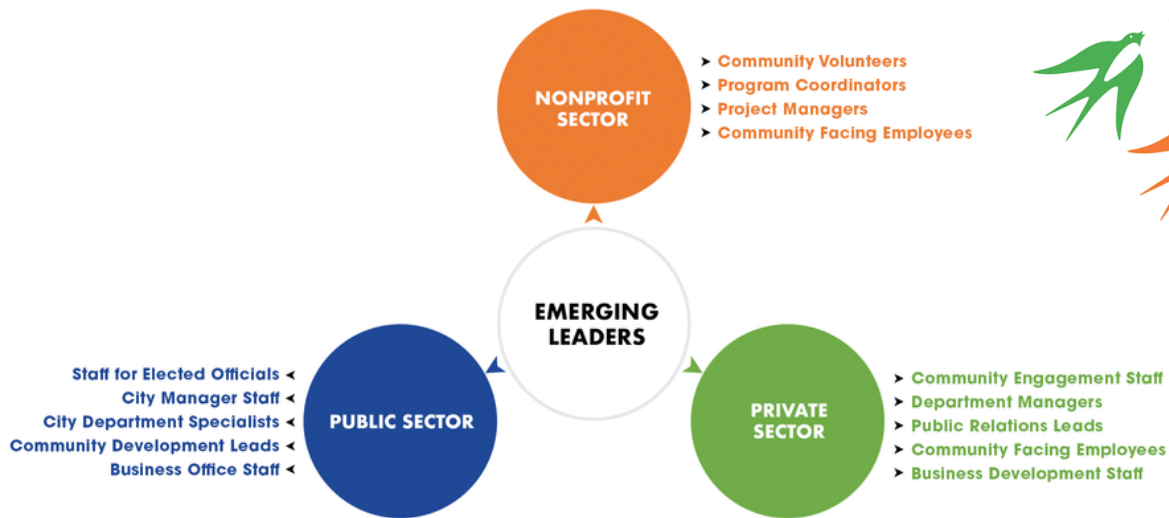
The Emerging Leaders Program is right for you if you:

- Are committed to pursuing a leadership path or expanding your current role;
- Demonstrate leadership potential by being proactive, seeking new opportunities, and going "above and beyond";
- Are invested in the betterment of your organization and that of SMC;
- Desire to engage, connect with, and learn from cross-sector peers with different perspectives.

APPLY TODAY!

EMERGING LEADERS PROGRAM OVERVIEW

Who Should Apply?



Benefits to participants' organizations include:

- Employees with new or deeper leadership skills that will inspire collaborative problem solving;
- Expanded opportunities for increasing their engagement and impact in the community and across SMC;
- Strategic alliances, innovative partnerships, and expanded professional cross-sector networks;
- Identified people and strategies that accelerate solutions to organizational, business, and community challenges.

Program Dates & Commitment

The 10-month program year begins with a mandatory opening retreat in September and Learning Days through June.

Participants may miss only two Learning Days to graduate.

Tuition for the Class of 2024 is \$2,800 plus a non-refundable \$100 application fee, and can be paid by the individual or employer. Scholarships are available and payment plans can be arranged.

Opening Retreat (Mandatory)

Building Our Inclusive Community - Two-Day Retreat - **September 14* and 15***

Economic Development - **October 20**

Education and Being a Lifelong Learner - **November 17**

Civics Day and Being a Community Citizen - **December 8***

Human Services: Addressing the Needs of All Members of Our Community - **Jan 26**

Building Safe Communities - **February 23**

Building Healthy Communities - **March 22**

Environmental Impact - **April 19**

Intelligent Urbanism - **May 10**

Closing Retreat & Graduation

Putting It All Together: Forging Strong Communities in San Mateo County - **May 31***

Closing Retreat and Graduation - **June 1***

* Joint session with Leadership CORPS

Committed to Diversity, Equity, Inclusion, and Belonging

Leadership Council San Mateo County is dedicated to diversity, equity, inclusion, and belonging. We engage leadership talent countywide and participation in our programs represents the diversity of San Mateo County. Apply today or nominate an emerging leader in your community.

Apply by May 1, 2023 using our online application: bit.ly/ApplyEmergingLeaders.

Applicants will be notified of their status by July 1, 2023. Questions: info@leadershipcouncilsmc.org

