



Santa Cruz County Women's Commission

701 Ocean Street, Fifth Floor, Room 510
Santa Cruz, CA 95060
(831) 454-2772 (F) 831-454-2411 TTY/TDD: 711
commissions@santacruzcounty.us
www.sccwc.org

Notice of Public Meeting and Agenda

Date: Thursday, June 17, 2021
Time: 6:00 PM

In response to the COVID-19 public health emergency and pursuant to the provisions of the governor's Executive Order N-29-20, issued March 17, 2020, this will be a remote meeting. No physical location will be available, but access to the meeting and an opportunity to comment will be provided. Please dial-in to the teleconference using the information listed below:

TELECONFERENCE INFORMATION

United States: 1 (571) 317-3116

United States (Toll Free): 1 (866) 899-4679

Access Code: 943-406-533

AGENDA

1. Call to Order/Roll Call/Agenda Review
2. Approve *April 15, 2021 Meeting Minutes*
3. Correspondence
4. Public Comment:
Any person may address the Commission for a period not to exceed five minutes on matters within the jurisdiction of the Commission.
5. New/Continuing Business/Action Items:
 - 5.1. FY 2021-23 Operational Plan Development Update – Sven Stafford (*Administrative Analyst*)
 - 5.2. Association of California Commissions on the Status of Women Membership
 - 5.3. National Association of Commissions for Women Membership
6. Reports of Officers and Ad Hoc Subcommittees
 - 6.1. Co-Chairs Report
 - 6.2. 2021 Trailblazers Ad Hoc Subcommittee Update
 - 6.3. Political Participation and Civic Engagement Ad Hoc Subcommittee Update
 - 6.4. Economic Justice Ad Hoc Subcommittee Update
 - 6.5. Public Awareness Ad Hoc Subcommittee Update
7. Staff Report
8. Announcements
9. Adjournment

The next scheduled regular meeting will be on Thursday, August 19, 2021 at 6:00 PM

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of its services, programs or activities. If you require special assistance to participate, please call (831) 454-2772 (TTY/TDD: 711) at least 72 hours in advance to make arrangements.



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Meeting Minutes

DATE: Thursday, April 15, 2021
TIME: 6:00 PM
LOCATION: Remote meeting
PRESENT: Theresa Cariño (Co-Chair, 1st District), Jillian Ritter (Co-Chair, 1st District), Laurel Schonfield (2nd District), Jennifer Murray (2nd), Maria Boutell (3rd District), Jenny Sarmiento (4th District), Vanessa Quiroz-Carter (4th District), Sheila De Lany (5th District)
EXCUSED: Maryanne Campbell (3rd District), Rachel Bickert (5th District)
ABSENT: None
STAFF: Kaite McGrew (*Commissions Coordinator*)
GUESTS: No members of the public

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:02 PM.

Commission welcomed District 2 Commissioner Jennifer Murray.

2. Review and Approve March 18, 2021 Meeting Minutes

Motion/Second: Ritter/De Lany

Motion passed unanimously.

3. Correspondence:

Commission reviewed position description from Monterey County.

4. Public Comment: None

5. New Business/Action Items:

5.1. Election of Officers

Co-Chair Cariño resigned as Co-Chair.

Motion to elect Ritter and Quiroz-Carter as Commission Co-Chairs

Motion/Second: Ritter/Cariño

Motion passed unanimously.

6. Reports of Officers and Ad Hoc Subcommittees

6.1. Co-Chairs Report: Co-Chairs were interviewed on a KSQD radio program "Talk of the Bay". Commission will share a link to the interview on the website and social media.

6.2. *Ad Hoc 2021 Trailblazers Awards Subcommittee Report*

Commission reviewed plans for an in-person event and back-up plans for a virtual event if in-person meeting is not possible. Among outdoor venues, wineries will be considered. A final decision on whether or not to hold an in-person event will be made by July 26th to allow enough time to implement.

- 6.3. *Ad Hoc Public Service and Civic Engagement Subcommittee Report*
Subcommittee will meet for the first time next week to develop recommendations for 2021 public service and civic engagement priorities.
- 6.4. *Ad Hoc Economic Justice Subcommittee Report:*
Schonfield accepted her appointment the subcommittee.
- 6.5. *Ad Hoc Public Awareness Subcommittee Update*
Bickert met with Staff to begin managing the Commission's social media presence.
- 7. Staff Report:
Staff will meet with representatives from County Counsel and the Auditor's office next week to discuss fundraising considerations and parameters.
- 8. Announcements: None
- 9. Adjournment
Meeting was adjourned at 6:58 PM.

Respectfully submitted by: Kaite McGrew, *Commissions Coordinator*



FY 2021-23 OPERATIONAL PLAN DEVELOPMENT

Operational Plan Data & Equity Team
Spring/Summer 2021

AGENDA

- Operational Plan Purpose
- Embedding Equity
- Objective Development
- Commission Feedback and Next Steps



- 2-year plans to achieve County vision and mission
- Departments create SMART objectives to implement major work products
- Updated biannually at www.sccvision.us



EMBEDDING EQUITY

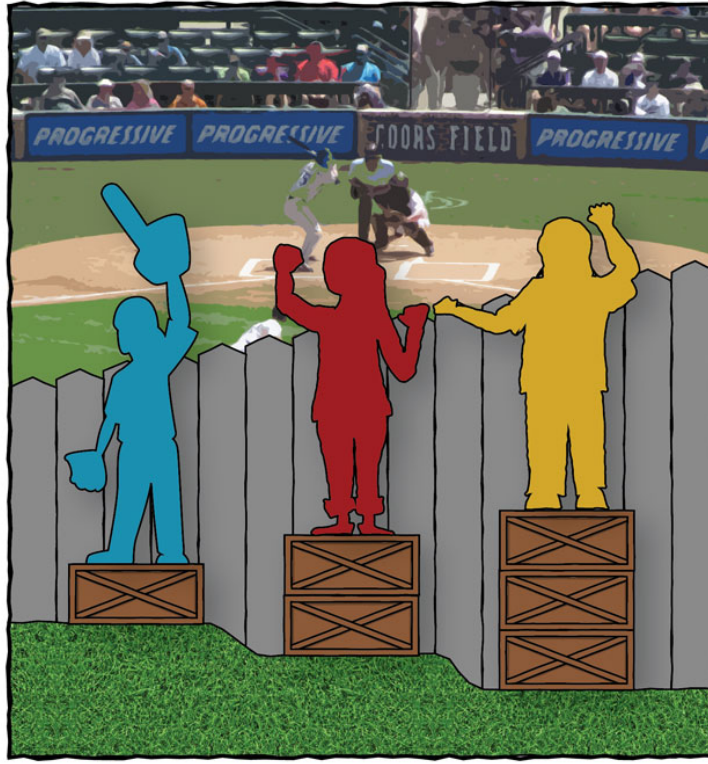
The County and four cities have all declared racism a public health crisis



EQUITY VS. EQUALITY



EQUALITY



EQUITY

BIAS, POWER AND PRIVILEGE

- **Implicit/Unconscious Bias**

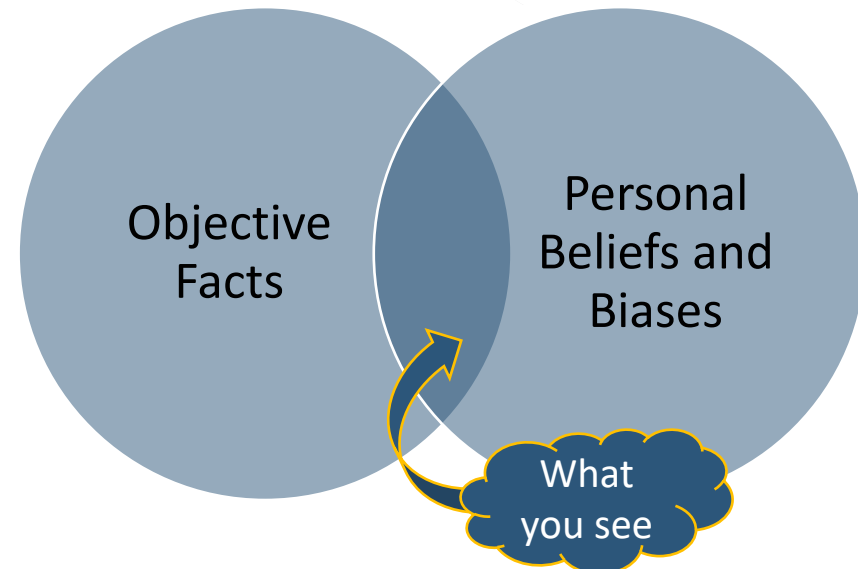
- Example: New hires tend to have similar experience and ethnicity as existing staff

- **Explicit Bias and Discrimination**

- Example: Lower wage paid to female worker performing the same job as a male co-worker

- **Power and Privilege**

- Example: White American citizens are in a position of power and have the privilege of better access to quality education, decent jobs, home ownership, retirement, and wealth



EQUITY LENS: RACE AND RACISM

- **Race** is a way of categorizing people by skin color and other features
- **Racism** is believing some races are inferior or unworthy
 - Leads to Discrimination, Rejection, Harassment, Intimidation, etc.
- Example: A real estate agent showing properties in an affluent North County neighborhood suggests to a Latinx buyer that they might be more comfortable looking for a home in Watsonville



RACISM AND RACIAL JUSTICE

The Legal and Prison Systems



Financial Institutions

Racial Justice:

Dismantling the system of deeply embedded institutional racism through legislation, affirmative action programs, and policy changes

Deficient Access to Healthcare

Housing and Wealth Disparities

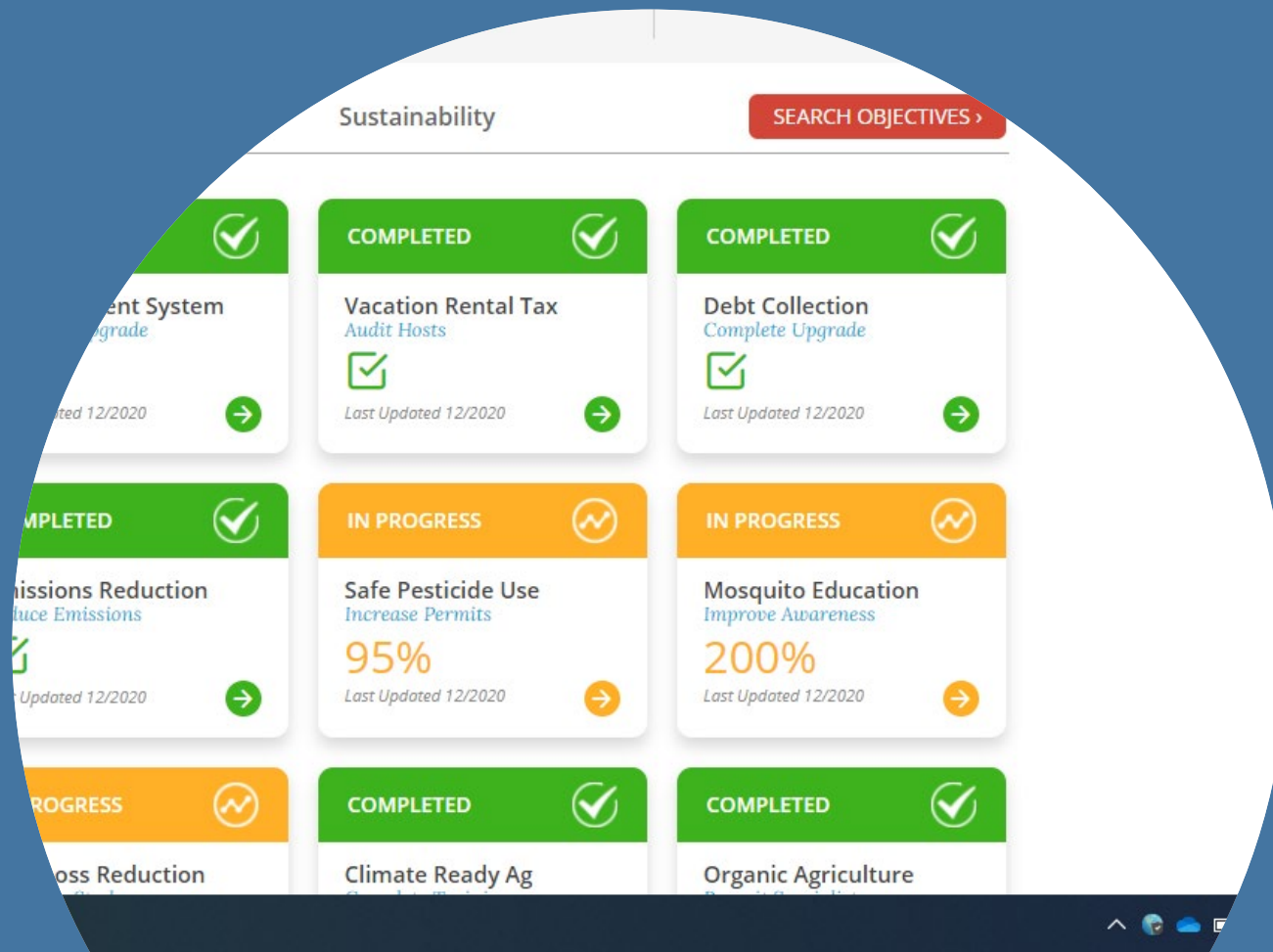
Racial Justice:

Taking action to undo the cumulative effect of centuries of racism against people of color in the education, housing, healthcare, nutrition, employment, mental health, etc.

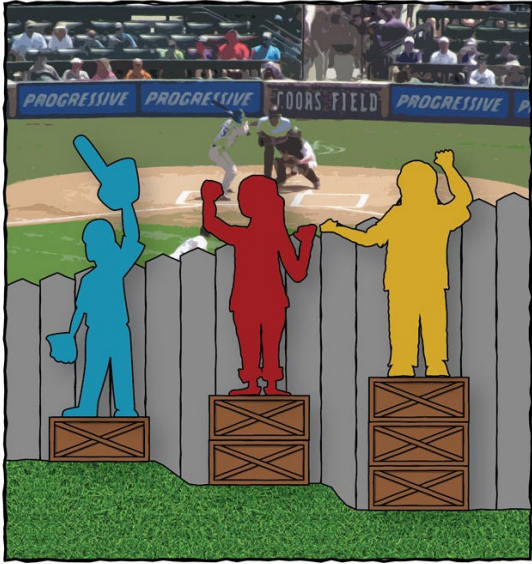


STRUCTURAL RACISM

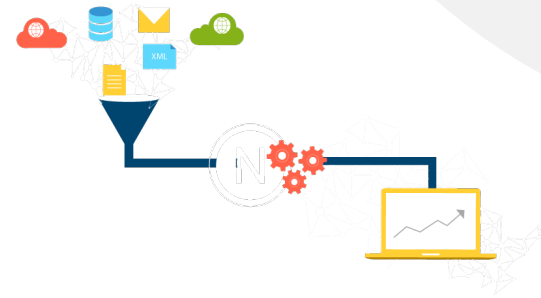
DEVELOPING OBJECTIVES



PERFORMANCE MEASUREMENT CRITERIA



Do they pass the public square test?

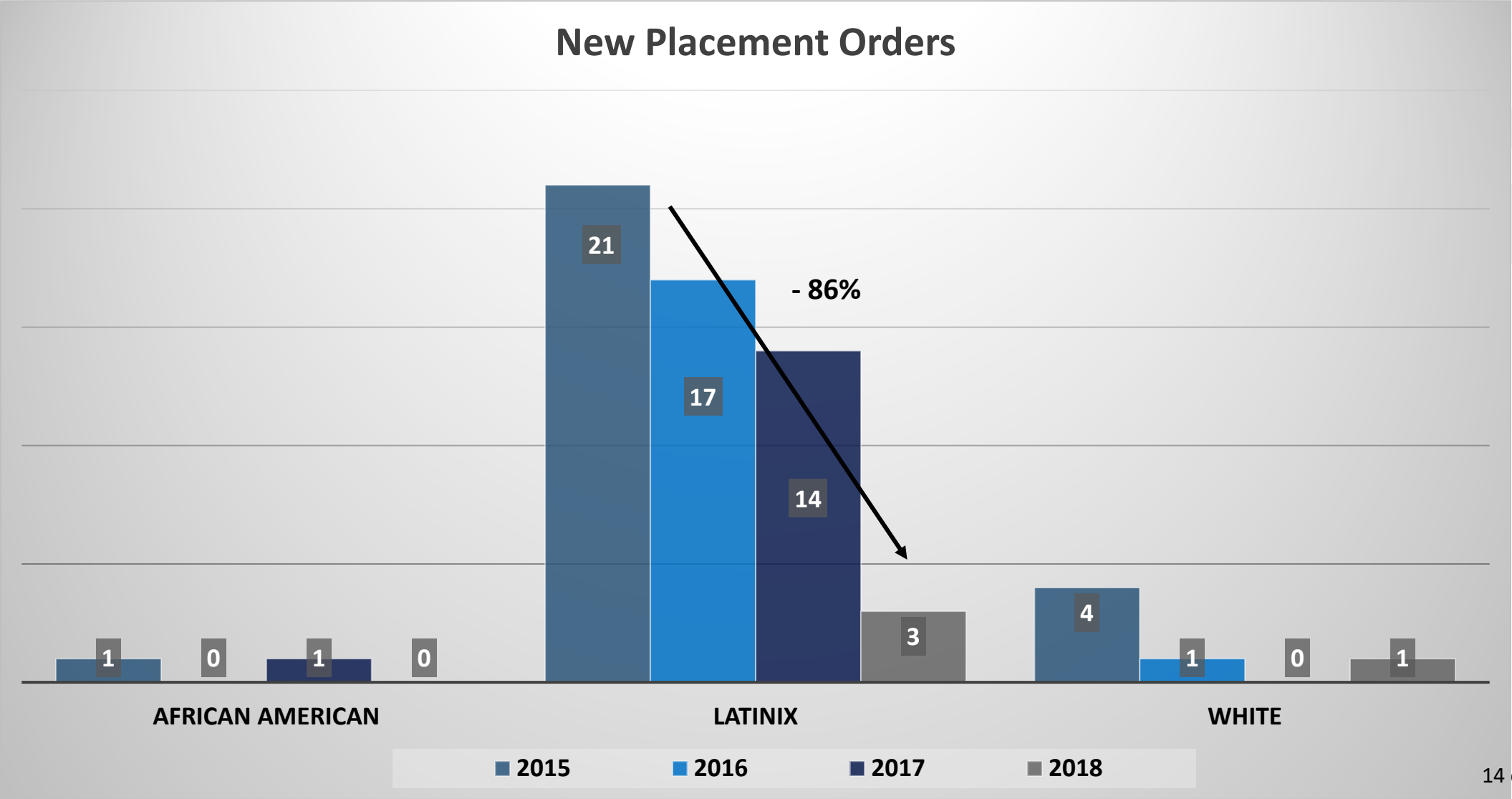


Are they measurable, and the data available and accessible?

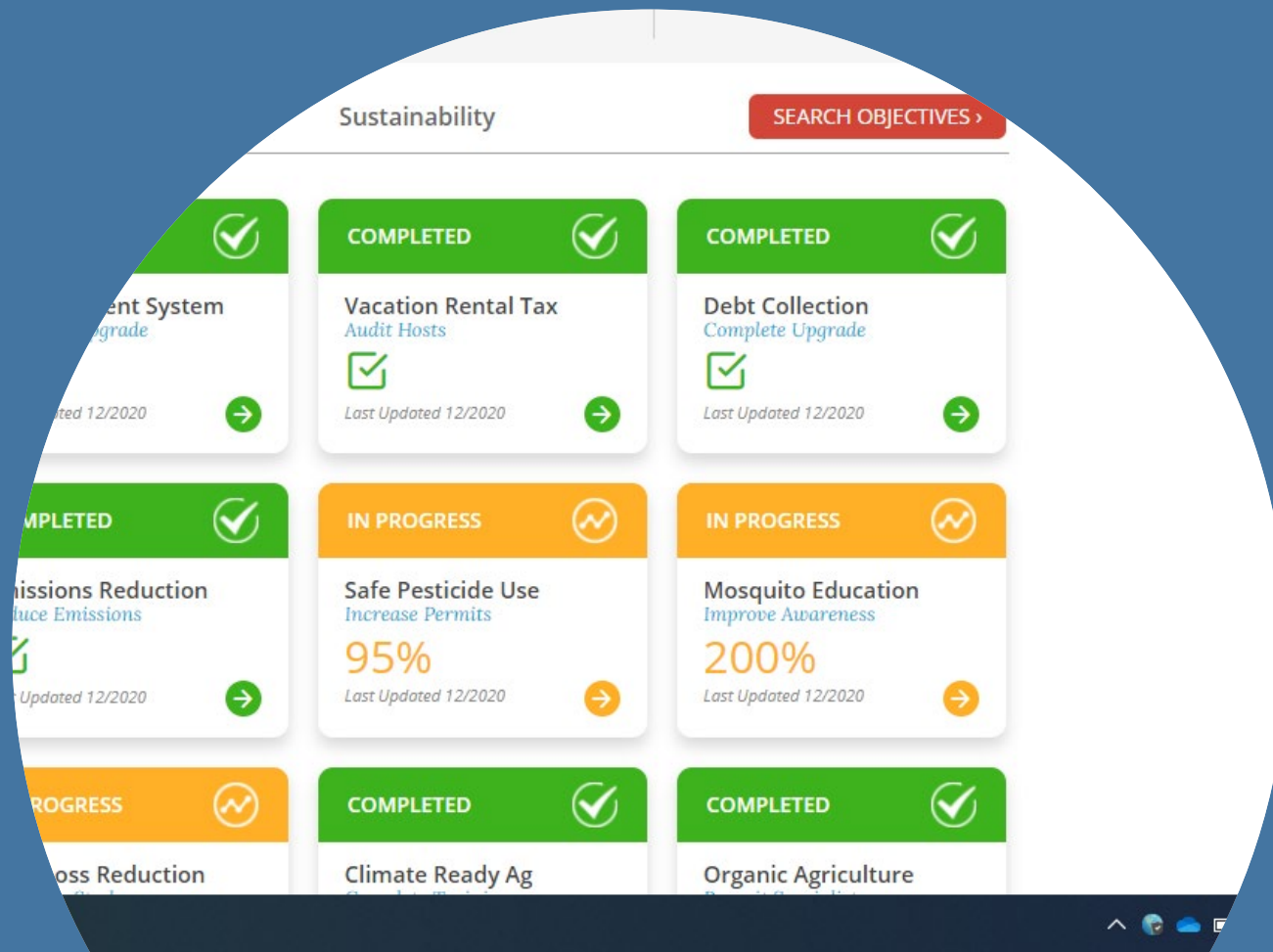


Do they have proxy power?

FUERTE OUTCOMES



OBJECTIVE TASKS & TIMELINE



OPS PLAN TIMELINE

- February - April
 - Operational Plan Instructions
 - Objective Development Workshops
 - Commission Feedback
- May
 - Objective Drafts Due to CAO Analysts
May 7
- May – July
 - Objective alignment and vetting
- August
 - Draft Operational Plan to Board
- September
 - Operational Plan adopted by Board





THANK YOU!



GENERAL EMAIL INFO



[SURVEY](#)

The Association of California Commissions for Women

\$50 annual membership fee for Commissions with \$0 budget

ACCW Objective

To develop a Statewide agenda on issues of concern to women within California and to ensure implementation of key policy and legislative changes that address these concerns and give California women the best quality of life possible.

ACCW Membership Benefits

- Collaborate with other Commissions on strategic planning
- Network to achieve local Commission goals and pursue initiatives
- Training
- Leadership
- Fund Development
- Event Planning/Conventions
- Learn the Budget Process
- Acquire staff
- Recruit Commissioners
- Raise Awareness of Women's Issues
- Create a 501c3 to enable fundraising for your Commission

National Association of Commissions for Women

\$75 annual membership fee for Commissions with \$0 budget

NACW Membership Benefits

- Library of resources, best practices, and practical tools to help you fulfill your mission
- Technical support
- Professional development opportunities at a free or discounted rate
- Conference registration discount
- Newsletters and issue alerts
- Archived newsletters and issues alerts
- Connection with the only national women's organization with official linkage to state, county and local governments
- Network of commissions for women around the country
- National network of supporters and other
- Access information and referral services and acquire publications.



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Scheduled Meetings

Unless otherwise specified below, regularly scheduled Women's Commission meetings are generally held as follows:

DAY: Third (3rd) Thursday*
MONTH: Every month except July and December
TIME: 6:00 PM – 7:30 PM
LOCATION: **Santa Cruz County Government Building (unless held remotely)****
5th Floor Board Chambers or Redwood Conference Room (see below)
701 Ocean Street, Santa Cruz, CA 95060

****Unless noted otherwise below**

Locations may vary for outreach, town hall meetings, special meetings, changes of location, or meeting cancellations. Changes to the schedule will be listed on the website at www.sccwc.org as soon as information becomes available.

2021 MEETING DATES		
DATE	TIME	LOCATION
January 28, 2021	6:00 – 7:30 PM	Remote Meeting
February 18, 2021	6:00 – 7:30 PM	Remote Meeting
March 18, 2021	6:00 – 7:30 PM	Remote Meeting
April 15, 2021	6:00 – 7:30 PM	Remote Meeting
May 20, 2021	6:00 – 7:30 PM	Remote Meeting
June 17, 2021	6:00 – 7:30 PM	Remote Meeting
August 19, 2021	6:00 – 7:30 PM	To Be Determined
September 16, 2021	6:00 – 7:30 PM	To Be Determined
October 21, 2021	6:00 – 7:30 PM	To Be Determined
November 18, 2021	6:00 – 7:30 PM	To Be Determined