

County of Riverside  
Commission for Women  
4080 Lemon Street-5<sup>th</sup> Floor  
Riverside, CA 92501

Minutes for September 25, 2008

Meeting began at 9:05 a.m.

Present:

Lori Stone, Chair – District 3  
Lisa Pina, Vice Chair – District 2  
Carol Lynn Anderson – Financial Officer – District 2  
Michele Broad – District 3  
Kathi Scott – District 5  
Ruthee Goldkorn – District 5  
Evelyn Brown – District 4  
Lynne Stalmaster Nobles – District 4  
Diane Harris – Human Resources Liaison  
Sundae Sayles – Human Resources Administration

Absent: Cherie Curzon, Secretary – District 1

---

1. La Vista Recovery and Wholeness Center for Women, San Jacinto (“La Vista”)  
Topic: Drug and Alcohol Abuse Education and Prevention Services:

Guests: Jane Farmer, Executive Director  
Deb Beckwith, Prevention Outreach Services

Lori introduced the guest speakers and spoke about their efforts and programs. Jane Farmer said that drug addiction is alive and well. Treatment is about connecting one person to another and treating families that are in trouble. La Vista serves over 200 women per year and has a program to do outreach in the community. Jane Farmer introduced Deb Beckwith in charge of La Vista Prevention Outreach Services.

Deb Beckwith spoke about the “energy drink crisis” and the market focus they have to the school age children (elementary-high school). Some are alcohol some are non-alcohol. All have large varying amounts of caffeine which is very addictive but legal. Their labels are health suggested but mixed with large amounts of caffeine. New rage is “Alcopop” = fruit flavored hard alcohol that’s like soda pop. Deb said that there is no limit to the amount of caffeine and other stimulant that can be in an energy drink blend (ex. Full Throttle Blend = 2500 mg of stimulants = 96 cans of Coke). Kids due not feel the effects of the alcohol and continue to drink because of the energy they provide.

Lori asked what the Commission can do at the county level to show that we are not in support of these drinks. All the ingredients contained in the drink should be on the labels. Deb said that if it does have a nutritional label on the can it DOES NOT have alcohol; if it does not have nutritional label, it DOES have alcohol. Very hard to tell how much alcohol is in the drinks.

Christian schools are accepting the education La Vista provides. La Vista needs some help getting into the public schools. The opposition is that the parents don't want the kids learning specific things about ("alcohol drinks").

There is a national online student survey required by the State of California called "The Healthy Kids Survey". This survey starts at the 3rd grade through 12th grade. Deb encouraged the Commission to go online and review the survey. Over-the-counter drugs (cold medication) are left out of this survey (ex. cold medication containing DXM is addictive and can harm/kill young kids).

Deb asked that each commissioner to visit the following websites for more information:

- a) Screamingenergy.com – energy drinks
- b) DXMstories.com – cold medication

Ruthee asked for a CD copy of the presentation to show schools/coaches.

Lori asked Deb to do a presentation regarding these energy drinks at one of the Riverside County Executive staff meetings. She also gave an invitation for the Commission to gift a booth and 20 minutes of presentation time to La Vista at the Mother-Daughter Wellness Symposium scheduled for May 2009. She also offered La Vista the opportunity to give additional presentations to the Commission on other program topics.

In addition, Lori mentioned to the Commissioners that Supervisor Jeff Stone wants the Commission to host two summits: Youth Summit and Senior Prevention Summit.

## 2. Committee Reports:

### A. Bylaws Revisions

Lisa revised the formatting and numbering of the bylaws and added new language regarding HR Liaison. She said that upon approval, HR will formally place the bylaws on the Board agenda for formal approval in the next few weeks, upload the final bylaws on the website and provide each commissioner with a copy.

### B. Finance Committee

Carol Lynn stated that the Commission has approximately \$11,000. Carol Lynn said when submitting the Commission reimbursements we should request a Return-Warrant so that we can mail to the Commissioners ourselves (should cut-down on turnaround time).

Lori mentioned that she would like to have the financial update as an action item at every meeting to vote that everything presented in the financial update is correct and accepted.

C. Volunteer Program  
Volunteer Application – Evelyn presented the draft application form for review. The Commissioners suggested revisions. Carol Lynn will complete revisions finalize application and send to Evelyn.

D. P.R./Marketing

1. Website Update

Lisa is requesting to move the responsibility of the website from County IT to HR-IT, which will hopefully eliminate the \$70 monthly charge. This will be an internal administrative transfer. Sue Martin(HR-IT) and Cynthia (website design vendor) is already working together regarding the rebuild of the site. Lisa said that Cynthia would like the Commission to review and provide a final content of the website. Cynthia has started a mock-up of the website look. Sue is researching URL's and their costs, and the ADA compliance of the website. Lisa is forwarding back to the Marketing committee to coordinate the changes. Kathi Scott is the direct contact to receive all website content changes by the Commission. Lisa will research legal issues on disclaimers.

2. CFW Brochure

Lori presented two(2) samples for review. Black-White sample was agreed upon with the Commission logo added to the back middle, history title added and the picture repositioned on the front.

E. Events:

1. Coachella Valley Spring Outreach Event Update

Tentative date: February 10, 2009

Tentative time: 10:00am – 2:00pm

Focus: Health and Welfare Well-Being for Women and Children

Tentative location: Eisenhower Medical Facility (possible discounted

space rate)

Lori asked Evelyn to work with Carol Lynn regarding the contract details and execution. Lori stated that bringing the non-profits together to collaborate and assisting the professionals on grant writing is a good idea for the event. Evelyn said that this event will be a way for all involved to collaborate on similar issues regarding obtaining specific grant monies.

Carol Lynn asked about the \$487.50 (4) hours dining room fee and the potential of \$1500 for the luncheon location. Evelyn said that Lynne had applied to the City of Rancho Mirage to help with the funding.

2. Luncheon and Symposium Update

Tentative meeting date: October 2, 2008

Location: TBD

General sessions (possible panels) verses break-out sessions will be offered. Michele is creating a list of possible panel speakers to contact. Goals: Symposium date to be sent by end of June 2009. Starting May 2009 the committee will need the Commission to help promote the event. Need to request sponsorships. Lori

said that levels can be from \$500 - \$5,000. Lori asked Michele to send: date, time, location, name, target market to put together a packet. Lori will send to Carol Lynn to finalize. Diane suggested the Commission ask the County health insurances for sponsorship; and the County Wellness Coordinator as a possible presenter. Diane will email Michele a list of contact information/presenters. Michele was asked to contact Ellie Bennett for the luncheon.

- F. Legislation Committee:  
No report at this time.

Lori mentioned that this Committee Chair name should be changed to Ruthee Goldkorn, District 5.

Lori asked Carol Lynn about the status of the legislative forum document. Carol Lynn said that it was not completed. She said that she needed to meet with Lori in order to obtain a clearer understanding of the expected format/logistics.

Lori asked Sundae (HR) to create a database from the testimonials in order to send a thank you letter and testimonial packet to all participants, to be mailed out by beginning November 2009. Also, send packets to all elected officials of Riverside County and all Board of Supervisors.

Lori asked all commissioners to email Sundae a list of the respective districts to receive the packets.

- G. Working meeting will be: November 6, 2009. The Commission will be meeting to put packets together only. Guests are welcomed to come and present.

3. Action Items:

- A. Approval of Bylaws  
Motion: To approve bylaws as revised - Lisa Pina  
Second: Carol Lynn Anderson  
Favor: All  
Oppose: None
- B. Approval of Brochure Changes  
Motion: To accept the black-and-white brochure with changes - Lori Stone  
Second: Lisa  
Favor: All  
Oppose: None
- C. Finance Report  
Motion: To file the financial update presented - Carol Lynn Anderson  
Second: Ruthee Goldkorn  
Favor: All  
Oppose: None

4. Correspondence: None at this time.
5. Announcements:
  - A. Lisa said that she has 12 Tickets for the Governors Conference and 12 tickets for the Night-On-The-Town. She will send everyone confirmation and specific details.
  - B. NEXT MEETING: October 30, 2008 at 9:00a – Conference Room C  
  
Possible presenters:
    - a) Gary Christmas, Deputy CEO – Legislation
    - b) Kathryn White, American Heart Association
  - C. Lori asked to re-schedule November 27<sup>th</sup> meeting to: November 6, 2008
  - D. DARK: December
6. Public Comments: None at this time.
7. Adjournment:  
  
Meeting adjourned at 10:50 a.m.