

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

Minutes for October 30, 2008

Meeting began at 9:03 a.m.

Present:

Lori Stone, Chair – District 3
Lisa Pina, Vice Chair – District 2
Cherie Curzon, Secretary – District 1
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: Carol Lynn Anderson – Financial Officer – District 2

1. *“Discussion of Annual Legislative Forum and issues to be addressed by the County of Riverside”* - Gary Christmas, Chief Deputy County Executive Officer, County of Riverside Executive Office

Gary Christmas said that a county platform for the calendar year 2009 is currently being formed, and the Commission would need to provide information from their legislative forum to be included in the platform. The current process includes: (1) provide information to the executive office from department submissions for the county platform; (2) review the information and/or request more details when necessary; (3) meet with and review information with the lobbyist (state and federal level) to determine items that are: (a) priorities for them (b) support items; or (c) legislative (bill) items; and (4) before the session starts (December/early January) the lobbyist will then work with the different legislative offices to introduce a specific bill. Bills to be introduced are usually reserved by mid January. Mr. Christmas provided a copy of the legislative process memo and a copy of memo containing legislative bills submitted last year. We currently have five lobbyists in Sacramento, and a firm used for transportation and other projects. Form 11's for platforms at the state and federal level are agendized in early December. The Commission can submit proposals by mid-November.

Proposals should identify:

- state or federal issue
- main subject of the issue (specific problem to address)
- what specific action the legislation to take
- any fiscal affect
- known support and/or oppositions
- jurisdictions

- if sponsored by specific professional association(s)
- specific code changes

Information is then pulled together in the platform which becomes a guide for the Board throughout the year. Then the Board works with the lobbyist to choose specific legislators to introduce the various Bill(s).

Lori mentioned that the Commission could become more proactive in legislation. In the next fiscal year, the Commission may need to complete a three year strategic plan based on the economy because the Commission may not have increase funding or continue funding available in order to proceed. Ruthee asked if there were any benefit in going back to any past legislative agenda that was put forward, or bills that did not get approved that could be pushed forward and addressed.

2. Committee Reports/Discussions:

A. Bylaws Revisions:

No discussion at this time.

B. Financial Update:

Commissioners reviewed for update.

C. Direction on Projects or Information regarding Commission:

Tabled for November 6, 2008 meeting.

D. Volunteer Program/Application:

Revise volunteer application to the following –

- (i) Add email address
- (ii) Delete the entire question “Do you have any special skills...”
- (iii) Add to the bottom -
Please return to:
Commission for Women
3403 10th Street • Suite 500 • Riverside, California 92501
Fax (951) 955-3479
- (iv) Change spelling of Clorissa name at the bottom: “Clorissa”

E. P.R./Marketing: CFW Updates/Copy for website

Tabled for November 6, 2008 meeting.

F. Rules for Organizing Events and Submitting Budgets:

Tabled for November 6, 2008 meeting.

G. Events:

- (i) Coachella Valley Spring Outreach Event
See below discussion of action item motion.
- (ii) 3rd District Commission Mothers & Daughters Wellness Symposium
Tabled for November 6, 2008 meeting.

(iii) Luncheon and Symposium Update

Kathi brought three location options for review: Riverside Convention Center; Moreno Valley Conference Hall; and Marriott Hotel. Focus was mainly on local facilities. Lori mentioned that Marriott Hotel was probably too small for booth space. Co-chairs to continue research for details and bring back to the November meeting. Kathi gave options for: guest speaker; or moderator with panel of health professionals. Suggested topics: Ovarian Cancer, Heart Disease, HPV-Gardisel; Fitness/Obesity; Sex/Relationships; Mental/Physical; Mind/Body/Spirit. Lori would like to include breast cancer. Lynne suggested Nutrition for Women as a topic. Lori said that this event could possibly address the issue of legislation. We could present a direct question to our federal and/or state legislators, asking, "What will be done to implement health care for women and children in state of California". This event will possibly have a moderator with break-out sessions asking direct questions. Lori offered the BOS conference room for meetings. Co-chairs will continue to gather information and bring back to next months meeting. Further discussion tabled for November 6, 2008 meeting.

H. Legislation Committee:
No report at this time.

3. Action Items:

- A. Approve August 28, 2008 Minutes
Motion: Ruthee Goldkorn (District 5)
Second: Michele Broad (District 3)
Favor: All
Oppose: None
- B. Approve September 11, 2008 Minutes
Motion: Ruthee Goldkorn (District 5)
Second: Lisa Pina (Vice Chair, District 2)
Favor: All
Oppose: None
- C. Approve September 25, 2008 Minutes
Motion: Ruthee Goldkorn (District 5)
Second: Michele Broad (District 3)
Favor: All (except one)
Oppose: None
Abstain: Cherie Curzon (District 5)
- D. Approve Financial Update
Motion: Ruthee Goldkorn (District 5)
Second: Lisa Pina (Vice Chair, District 2)
Favor: All
Oppose: None
- E. Coachella Valley Spring Outreach Event – Save-the-Date Postcard Design
Motion: Revise the postcard and bring back to the November 6, 2008 meeting for approval - Lori Stone, Chair – District 3

Discussion: Revise save-the-date postcard to the following -

- (i) It was suggested to remove or modify, "Attention Tax Exempt Organizations Providing Services to Women and Children", it was encouraged to use plain language (ex. non-profit organizations); Lynne stated that the language was requested by the non-profits and Coachella Valley associate/ government themselves;
- (ii) add language, "hosted by" 4th District;
- (iii) obtain approval from Supervisor Wilson to use BOS logo;
- (iv) remove the circles at the front bottom of card; and

Ruthee mentioned that there was no international symbol of disability on the postcard and no notation regarding "48 hours notice" which is a requirement. Lisa said she will ask county council to review.

Second: Kathi Scott – District 5

Favor: All

Oppose: None

F. CFW Tri-Fold Brochure

Approved at the September 25, 2008 meeting. Modifications completed. Lisa will move forward for printing (\$300 budgeted item).

G. CFW Volunteer Application

Motion: Tabled approval in order to revise the volunteer application and bring back to the November 6, 2008 meeting - Lori Stone, Chair (District 3)

Second: Lisa Pina (Vice Chair, District 2)

Favor: All

Oppose: None

H. Sponsorship Opportunities

Motion: To approve the changes. Item tabled until a specific date and location are determined; will bring back to the Commission for additional comments/approvals - Lori Stone, Chair (District 3)

Discussion: Lori said that this is a draft only. This is for the annual luncheon and symposium. These are sponsorship opportunities that will be mailed out to potential sponsors, and used by the commissioners to solicit (cash/in-kind) for various events. Several levels have been listed.

Revise the following:

- (i) Change - Platinum Level – from "Company name mentioned on radio and television" to "Company name mentioned in all media outreach"
- (ii) Change – Expo Booth: Corporation \$150 • Non-Profit Organization \$50
- (iii) Add – CFW Logo
- (iv) Add – Symposium location and date

Second: Kathi Scott – District 5

Favor: All

Oppose: None

I. Donation Form

Motion: Approve donation form as amended - Lori Stone, Chair (District 3)

Discussion: Donation form:

- Allows for the Commission to obtain contact information from any organizations donating monies to any of the Commission events. This

information will be included as a part of the CFW database. We will specify a sponsorship column (in-kind or cash) and the value donated. Documentation of what was donated will be attached to the donation form, and returned to the donor for their record keeping purposes.

- Will provide an understanding of value, based on a donation level and event.
- Allows for the Commission to send thank you letters to all organizations that donated, and create a list to acknowledge them at a specific event.
- Shows on the year-end report that the Commission is working toward promoting and raising funds to offset expenses.

Lori asked the Commission to approve donation form; email to Evelyn and Lynne to complete; and return completed form to Diane to add information to database.

Revise the form to the following:

- (i) Printed Name (signed by either a Commissioner or Donor or both)
- (ii) Add – Authorizing Agent / Title (under Company Name)

Second: Ruthee Goldkorn (District 5)

Favor: All

Oppose: None

J. Coachella Valley Spring Outreach Event - Budget

Motion: Approve the budget as submitted by the 4th District representatives for the February 10, 2009 luncheon outreach program – Lynne Stalmaster Nobles (District 4)

Discussion: The Commissioners commended Evelyn and Lynne on a fine job of obtaining donations.

Second: Ruthee Goldkorn (District 5)

Favor: All

Oppose: None

K. Coachella Valley Spring Outreach Event - Eisenhower Rental Agreement

Motion: Approve the good-faith deposit of \$243.75 for Eisenhower Rotunda in order to meet the deadline of November 10, 2008 - Lisa Pina (Vice Chair, District 2)

Discussion:

- Revise Organization/Client from “Riverside County Transportation Department” to “Riverside County Human Resources Department”
- Change effective date of agreement
- Request Jim Sessions, Risk Manager to review Rental Agreement
- Obtain certificate of self-insurance from Risk Management
- Noted deposit deadline of 11/10/08; to be applied from City of Rancho Mirage donation

Second: Cherie Curzon (District 5)

Favor: All

Oppose: None

L. Name, Logo and Image Agreement; and Statement of Agreement – No action required. Evelyn and Lynne confirmed that they are aware of Eisenhower policies and procedures regarding the terms for using the Eisenhower name and logo as part of CFW announcements.

- M. Ordering Commission Promotional Items – No action required at this time.
The Commission needs to order before February 2009 event. District 4 Commissioners use the \$1600 budget to order promotional items as a part of their budget.

Ruthee to bring additional promotional item ideas to the November 6, 2008 meeting – previous ideas: post-it note pads (RKR Media Associates); pens (RKR Media Associates); and whistles (Internet order).

Sundae to send District 4 Commissioners the promotional items we currently have on-hand.

4. Correspondence: None at this time.

5. Announcements:

Health Issue Symposium – *“Issues of Health for Women and Children”*
La Sierra University – Friday, November 7, 2008 – 8:00am-12:00n
Partnered with: Riverside Community Health Foundation

6. Other: None at this time.

7. Adjournment:

Meeting adjourned at 11:05 a.m.