

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

Minutes for November 6, 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
Kathi Scott – District 5
Evelyn Brown – District 4
Lynne Stalmaster Nobles – District 4
Sundae Sayles – Human Resources Administration

Absent:

Carol Lynn Anderson – Financial Officer – District 2
Michele Broad – District 3
Ruthee Goldkorn – District 5
Diane Harris – Human Resources Liaison

1. *Go Red for Women Campaign and Overview of American Heart Association in the Inland Empire* - American Heart Association - Barbara Barrow, Executive Director; Jamie Lamb, Sr. Business Development Director; and Kathryn M. White, Sr. Business Development Director Social Market

Barbara Barrow introduced the mission of the American Heart Association (“AHA”) is to build healthier lives in regard to heart disease and stroke. Heart disease is the no. 1 killer in both men and women in the United States, and stroke is the no. 3 killer. AHA National Headquarters is located in Dallas, Texas, with nine(9) U.S. geographical regions (affiliates). Inland Empire (“IE”) is the Western States Affiliate located in Colton, CA. One of the main functions of AHA is to raise money for research which is allocated as grants to universities and principle investigators. IE has three major fund raising events: Heart Ball Gala, Go Red for Women Luncheon, and Heart Walk. There is also the “youth market” (i.e. Jump Rope for Heart) which raises money and awareness specifically regarding healthy eating and nutrition. AHA has four main initiatives: (i) The Alliance for Healthier Generation (AHA partnered with the Clinton Foundation); (ii) Power to End Stroke (African American population main target for awareness/symptoms); START Program; and Go Red for Women Program.

AHA also has an advocacy program which focus has included:

- Smoke Free Environment
- Menu (ingredient) labeling
- Automatic External Defibrillator (AED) in airports
- CPR Training Sites & Certification

Jamie Lamb introduced the START Program as the AHA ground breaking campaign geared to bringing a culture of fitness to America and the workplace. She said that Harvard study has shown that, "1hr of vigorous exercise = gain of 2hrs of life expectancy" which can reduce the risk of cardiovascular disease. They are working with employers to encourage employees to understand the benefits. START tools/programs offered: "MyStart online (allow progress tracking); Lifestyle Change Award Program (nominations of those who have made substantial lifestyle changes); Fit Friendly Companies (corporations apply to AHA); National Walking Day (April 8, 2009); and the Heart Walk (date TBD).

Kathryn White introduced the Go Red for Women Program (goredforwomen.org) created to bring awareness and education to women regarding heart disease and stroke. Kick-off campaign starts February 6, 2009 with a national "wear-red" day. Luncheon is scheduled for May 7, 2009 at the Victoria Club. Sponsors are currently needed to support the program to reach \$250,000 goal. MACY's is a national sponsor which hosts "Shop for A Cause Day". Passes are sold allowing up to a 10%-25% discount. Lori has joined the Go Red for Women Program and is hosting an event on December 4, 2008 @ 6p-9p. Website goredforwomen.org offers each registrant a heart check-up.

Lori asked if we could have attendees at our Luncheon/Symposium stand in awareness of heart disease and pledge to make at least ten others aware of the disease.

2. Committee Reports/Discussions:

A. Direction on Projects; Information regarding Commission

All commissioners should work with each other and be a support system to each other regardless of District location.

B. Volunteer Program/Application

Revise and send to commissioners.

C. P.R./Marketing:

▪ CFW Updates/Copy for website

Lisa said that Sue Martin was asked to upload the current content into the new website. The Commission needs to identify specific content to be updated. She will ask Sue to roll-out the new website to each commissioner for review prior to the next January 2009 commission meeting.

▪ Promotional Items

Promotional ideas were presented to the Commission. Bids will be obtained and brought back for approval.

Current ideas include:

- (i) Emergency Kit
- (ii) Rubber Jar Opener with the Commission Logo
- (iii) Health Cards (pertinent health info kept in one place)
- (iv) Business Card Holder

D. Guidelines for Organizing Events and Submitting Budgets

Lori said that all events require a budget created first then submit to the Commission for approval.

E. Events:

▪ Coachella Valley Spring Outreach Event

They will be meeting with the community coordinator/non-profit organizer. Organizations have already signed-up for reservation space. County logo used on the save-the-date cards verified to be correct. Cards have been mailed out. A more formal invitation will be mailed with more event details.

Lori said that “nothing” should ever be printed without the approval of the Commission first. Submit project/event information within the timeline that works with government approvals that are required. Anything regarding the use of the Commission logo always has to be approved by the Commission.

▪ 3rd District Commission Mothers & Daughters Wellness Symposium

Lori said that this is not a Commission for Women event, but a joint event hosted by the 3rd District Commissioner and 3rd District Supervisor. Materials will be presented to the Commission in January for the use of logo approval. Event is being held Saturday, May 9, 2009 at Pechanga Resort. Entire expo funded by Supervisor Stone. Event will host sixty (60) vendors, with speakers every twenty minutes. Speakers focus will be to the youth and mothers regarding heart disease, internet safety, caffeine beverages, etc. Event will also host a café and coffee bar. Cost is free to attendees with a can food item.

▪ Luncheon and Symposium Update

Kathi mentioned that she would like form a core sub-committee (4-6 people) to discuss different ideas regarding the luncheon/symposium and bring back to the Commission. Each sub-committee member would have a specific task and can provide their recommendations. According to the Brown Act only four commissioners can be a part of the sub-committee.

F. Legislation Committee: No report at this time.

3. Action Items:

A. Financial

Review and approve Financial Update

Motion: To approve financial update – Lori Stone, Chair (District 3)

Second: Lisa Pina (Vice Chair, District 2)

Favor: All

Oppose: None

Good Faith Deposit for Eisenhower Rotunda

No action required.

B. Approval for Luncheon and Symposium for October 1, 2009

Motion: To approve of the October 1, 2009 date for the Luncheon – Lori Stone, Chair (District 3)

Second: Lisa Pina (Vice Chair, District 2)

Favor: All

Oppose: None

4. Commission Packets:

Lisa said that the style and format was fine, but thought the content should provide more of an analysis obtaining the most from the testimonial legislation forum, and associating a direct connect to this county community using statistical data. A final product will be produced during first quarter 2009. Lisa will work with commissioners, HR and various outside sources. HR will mail letters to those who provided testimonials explaining that the Commission is currently in the process of developing a report.

5. Correspondence: None at this time.

6. Announcements: None at this time.

7. Other: None at this time.

8. Adjournment:

Meeting adjourned at 10:10 a.m.