

**AGENDA
COUNTY OF SONOMA
COMMISSION ON THE STATUS OF WOMEN**

**Meeting Held Through Publicly Available Link Via Zoom as well as in person at
5350 Old Redwood Hwy N, Petaluma, CA 94954**

Thursday November 9, 2023 6:00PM

First District: Jan Blalock, Joanne M. Brown (OAL), Nancy Padian

Second District: Katie Gordon, Julie Shulman, Rebecca Kaykas-Wolff

Third District: Ofra Isler, Ana Diaz-Garcia, Melanie Jones-Carter

Fourth District: Gina Fortino Dickson (Chair)

Fifth District: Jessica Wood, Angie Dillon-Shore, Zobida McCorquodale

The November 9, 2023, Commission on the Status of Women Meeting will be facilitated in person. Members of the public can watch, listen, or join the meeting using one of the three following methods:

1. JOIN IN PERSON:

Human Services Building, Bantam Room
5350 Old Redwood Hwy N, Petaluma, CA 94954
Limited seating is available for public participants.

2. JOIN VIRTUALLY VIA ZOOM:

Participate by computer, table, or smartphone application. Go to:

<https://sonomacounty.zoom.us/j/94202019002?pwd=V3JCazd0MFcvR2Q3c0FYK2x3ZjRpQT09>

Webinar ID: 942 0201 9002

Passcode: 252743

3. JOIN IN ZOOM BY TELEPHONE:

Dial +1 (669) 900 9128
Webinar ID: 942 0201 9002
Passcode: 252743

Instructions for the Public:

In accordance with AB 361, Governor Newsom's March 4, 2020 State of Emergency due to COVID-19 pandemic, Sonoma County Public Health Officer's Recommendation for Teleconference Meetings, and the Sonoma County Board of Supervisors Resolution 21-0399, the Commission on the Status of Women meetings will be facilitated using a dual format with listening and participation available through Zoom and in person.

Agendas and Materials:

Agendas and most supporting materials are available on the Commission's website at <https://sonomacounty.ca.gov/Commission-on-Status-of-Women/Calendar/>

Due to legal, copyright, privacy or policy considerations, not all materials are posted online. **NOTE:** Due to the ongoing Covid-19 situation, materials that are not posted will be available directly from the Commission at sococsw@sonoma-county.org.

Disabled Accommodation:

If you have a disability which requires an accommodation, an alternative format, or requires another person to assist you while attending this meeting, please contact the Deputy Clerk at (707) 565-1851, as soon as possible to ensure arrangements for accommodation.

Approval of the Consent Calendar:

The Consent Calendar includes routine financial and administrative actions that are usually approved by a single majority vote. There will be no discussion on these items prior to voting on the motion unless Commission Members request specific items be discussed and/or removed from the Consent Calendar.

Public Comment:

Any member of the audience desiring to address the Commission on a matter on the agenda: Members of the public are invited to join this meeting in person or via Zoom teleconferencing. In order that all interested parties have an opportunity to speak, please be brief and limit your comments to the subject under discussion. Speakers will be limited to three minutes to speak; time limitations are at the discretion of the Chair. While members of the public are welcome to address the Commission, under the Brown Act, Commission members may not deliberate or take action on items not on the agenda, and generally may only listen.

1. CALL TO ORDER, ROLL CALL**2. LAND ACKNOWLEDGEMENT**

The Commission on the Status of Women of Sonoma County recognizes that we are on the ancestral lands of the Pomo, Wappo, and Coast Miwok, who are the original stewards of this land. We further acknowledge that the office of the Commission on the Status of Women resides on Southern Pomo land in Santa Rosa. We respect and honor the past, present, and future generations, and are grateful for the opportunity to give our respect to the first inhabitants.

3. OPEN TIME FOR PUBLIC COMMENT

At the beginning of each Commission meeting, any member of the public may address the Commission concerning any item not on the Commission's agenda. Speakers will be limited to three (3) minutes unless otherwise specified by the Chair or the Presiding Officer. The public will be given an opportunity to speak on each business item at the time it is called. The Commission may discuss and/or take action regarding any or all of the items listed below.

4. APPROVAL OF THE OCTOBER 12, 2023 MEETING MINUTES

5. OFFICER REPORTS AND ADMINISTRATIVE UPDATES

Officers and Staff to discuss administrative-related matters including, but not limited to, field trip ideas and speaker coordination.

- a. December meeting cancelled, but the holiday party will be December 14th at 6pm. Location is TBD.
- b. Women's History Month Gold Resolution for March BOS meeting.

6. COMMISSIONER ANNOUNCEMENTS

Commissioners to provide any commission-related announcements, report on communications with supervisors, and announce any tabling opportunities.

7. OPENINGS AND APPOINTMENTS

Chair Fortino Dickson will report out on current openings.

- a. We currently have two openings in the 4th district.
- b. Welcome Commissioner Kaykas-Wolff.

8. AD HOC AND PROJECT UPDATES

- a. Voices Report Ad Hoc
- b. Reproductive Rights Ad Hoc
- c. Junior Commission Educational Project

9. BUSINESS ITEMS

- a. Nomination and Election For Vice-Chair
- b. Ad-Hoc and Project Budget Requests
 - Voices Report Ad Hoc
 - Reproductive Rights Ad Hoc
 - Community Engagement Working Group
 - Women's March
- c. Review Role Assignments of Commissioners
- d. Social Media Policy

10. AGENDA ITEMS FOR JANUARY 11, 2023 COMMISSION MEETING

Proposal, discussion, and possible action items for next Commission meeting. (No action required by commissioners for this section).

11. ADJOURNMENT

DRAFT-MINUTES
COUNTY OF SONOMA
COMMISSION ON THE STATUS OF WOMEN

Thursday, October 12, 2023

6:00 PM

Hybrid Meeting

Commissioners Present:

First District: Jan Blalock, Joanne M. Brown (OAL), Nancy Padian

Second District: Caitlin Quinn (Chair), Katie Gordon*, Julie Shulman

Third District: Ana Diaz-Garcia, Melanie Jones-Carter

Fourth District: Gina Fortino Dickson (Vice Chair)

Commissioners Absent:

Third District: Ofra Isler

Fifth District: Jessica Wood, Angie Dillon-Shore, Zobida McCorquodale

*** Commissioner Gordon attended via Zoom (AB 2449 excuse)**

Meeting held through publicly available link via Zoom Meeting, and in-person.

1. CALL TO ORDER, ROLL CALL

Meeting called to order at approximately 6:06 p.m. Roll call was conducted by the Chair.

2. LAND ACKNOWLEDGEMENT

Commissioner Brown read the Land Acknowledgement.

3. PUBLIC COMMENT ON NON-AGENDIZED ITEMS

No Public Comment.

4. PRESENTATION BY AMY APPLETON, EXECUTIVE DIRECTOR OF SHARE SONOMA COUNTY

Amy Appleton founded SHARE Sonoma County services in 2014. SHARE consists of two housing programs: Home Share Program and Community House Program. Each program uses existing housing targeting different and vulnerable populations. She described many examples of the positive relationships that developed through matching tenants with homeowners. Tenants pay rent to the homeowners which is subsidized in some cases. SHARE also provides case management and property management at the residence. This combined service is intended as a steppingstone to housing stability. They have 22 Community Houses serving 82 active participants. More than 120 clients have gone through their program.

5. APPROVAL OF SEPTEMBER 14, 2023 MEETING MINUTES

Motion to approve the September 14, 2023 meeting minutes was made and seconded

No Public Comment.

Motion: Commissioner Brown
Second: Commissioner Blalock

Ayes: 7	Noes: 0
Absent: 4	Abstained: 2

Commissioners Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Commissioner Jones-Carter abstained. Chair Quinn abstained as Chair. Motion to approve passed.

6. OFFICER REPORTS AND ADMINISTRATIVE UPDATES

- a. Chair Quinn, Commissioners Hernandez and Diaz-Garcia moved the CSW property that had been in storage into the new storage unit.
- b. Commissioners Shulman and McCorquodale tabled at Women's Conversation.
- c. Commissioner Hernandez submitted her resignation from the Commission for personal reasons.
- d. Chair Quinn announced that Supervisor Rabbitt will be appointing Rebecca Kaykas-Wolff as the new member from his District. Consequently, this will be Chair Quinn's last meeting. Commissioner Fortino-Dickson will be Chair.
- e. Commissioners Brown, Blalock and Padian will be tabling at the November 9th Our Bodies/Ourselfs event in Petaluma at the Petaluma Library.
- f. The November 9th meeting will be in Petaluma at the Human Services Department building on 5350 Old Redwood Hwy N, Petaluma, CA 94954.

7. COMMISSIONER ANNOUNCEMENT

- a. Commissioner Diaz- Garcia attended a car show where she encountered the Rolling Rosy-an all-women classic car rider group who fundraise against sex-trafficking.
- b. Commissioner Gordon is meeting with Chantel from Gender Equity Policy Institute to discuss the research on the reproductive landscape in Sonoma County. They want CSW to be represented in the study.

8. OPENINGS AND APPOINTMENTS

- a. Chair Quinn announced two openings in the 4th district.

9. AD HOC AND PROJECT UPDATES

- a. Commissioner Gordon reported on the Voices Report and some formatting issues with the Spanish report; she is working on uploading an ADA compliant

report on the CSW website. Such may cost more money to resolve the issues. Commissioner Gordon will send out a link to the report next week.

- b. Reproductive Rights Ad Hoc presented on a full report on access to contraception and abortion products in Sonoma County. They reported on the work they did during the first year and where year two is headed.
- c. Junior Commission Educational Project had a discussion on the movie Barbie. They were planning on watching the movie together and discuss issues/questions raised. Commissioner Padian invited the Commission to this event.

10. BUSINESS ITEMS

- a. Staff shared the current proposed budget.
- b. Ad-Hoc and Project Budget Requests
 - Voices Report Ad Hoc presented their budget of \$3,000 to be spent on advertising the report in local newspapers, which would help distribute the information more widely. Discussion began to postpone the budget request until all the budget requests are submitted. Motion was made with the exception to the Jr. Commission Educational Project, all ad hocs or projects must have their work plan and budget requests submitted timely for the November meeting and except under exceptional circumstance no other funding will be appropriated for proposals submitted outside the timeframe.

No Public Comment.

Motion: Commissioner Brown	Ayes: 8	Noes: 1
Second: Commissioner Diaz-Garcia	Absent: 4	Abstained: 1

Commissioners Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Chair Quinn abstained as Chair. Motion passed.

- Junior Commission Education Project submitted their budget request. It's the same as last year's budget. No discussion. Motion to approve was made and seconded to approve a budget of \$1,900 for the Junior Commission Education.

No Public Comment.

Motion: Commissioner Fortino- Dickson	Ayes: 8	Noes: 1
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Second: Commissioner Blalock

Absent: 4

Abstained: 1

Commissioners Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Chair Quinn abstained as Chair. Motion passed.

c. Group Approvals

- Commissioner Brown presented on the role and responsibilities of the Legislative Advisory Group. They will assess pieces of legislation, report back to the Commission, and make recommendations for action, including writing letters of support or opposition, communicating with local legislators, and partnering with groups in support or opposition to the legislation.

Members of the ad hoc are Commissioner Brown as Chair, Jones-Carter, Shulman (as an on call expert), Diaz-Garcia, and Padian- pending Fifth District representation.

Motion to approve the ad hoc.

Motion: Commissioner Fortino-Dickson

Ayes: 8

Noes: 0

Second: Commissioner Jones-Carter

Absent: 4

Abstained: 1

Commissioners Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Chair Quinn abstained as Chair. Motion passed.

- Chair Quinn introduced the Community Engagement Working Group. Recommendations were made to have this group create a vision and mission, to have a person from each ad hoc be part of this group, to produce a plan for community engagement for the Commission, and that events be separate from this group. Members of the ad hoc are Commissioners Jones-Carter, Diaz-Garcia, and Wood- pending.

No Public Comment.

Motion to approve the ad hoc.

Motion: Commissioner Fortino-Dickson

Ayes: 8

Noes: 0

Second: Commissioner Blalock

Absent: 4

Abstained: 1

Commissioner Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Chair Quinn abstained as Chair. Motion passed.

- d. Commissioner Gordon proposed that Social Media Policy be labeled to next meeting. Motion to table was made and approved.

Motion: Commissioner Gordon	Ayes: 8	Noes: 0
Second: Commissioner Brown	Absent: 4	Abstained: 1

Commissioner Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Chair Quinn abstained as Chair. Motion passed.

- e. Commissioner Shulman led the discussion to sponsor and advertise a book event for Incarcerated Women written by Cynthia Chase and Lara Love Hardin. Commissioner Brown added that she researched the author and book which made been presented in other venues. Commissioner Fortino- Dickson recommended that the Commission wait to approve any budget request until all ad hoc budget proposals are submitted. Motion to support the event including promoting and advertising up to \$500 in sponsorship from the general fund was made and seconded.

No Public Comment.

Motion: Commissioner Brown	Ayes: 6	Noes: 1
Second: Commissioner Blalock	Absent: 4	Abstained: 2

Commissioner Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Commissioner Fortino Dickson voted no. Commissioner Padian abstained. Chair Quinn abstained as Chair. Motion passed.

- f. Commissioner Blalock led the discussion on the YWCA sponsorship request. Every year CSW sponsors YWCA Fun Run Event- 3rd annual. Their work aligns to the Commission's mission. Motion to approve \$1,000 in sponsorship to YWCA was made and seconded.

No Public Comment.

Motion: Commissioner Gordon	Ayes: 8	Noes: 0
Second: Commissioner Schulman	Absent: 4	Abstained: 1

Commissioner Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Chair Quinn abstained as Chair. Motion passed.

- g. SCHTTF Education and Outreach Project for Human Trafficking Awareness Month. The request was to approve \$350 for the awareness campaign in January. The exact scope of the project has not yet been determined but follows a general format each year. Motion to approve \$350 to the SCHTTF Education and Outreach project for Human Trafficking Awareness Month was made and seconded.

No Public Comment.

Motion: Commissioner Gordon

Ayes: 8

Noes: 0

Second: Commissioner Diaz Garcia

Absent: 4

Abstained: 1

Commissioner Ofra, Wood, Dillon-Shore, and McCorquodale were absent. Chair Quinn abstained as Chair. Motion passed.

11. AGENDA ITEMS FOR NOVEMBER 9, 2023 COMMISSION MEETING

Proposal, discussion, and possible action items for next Commission meeting. (No action required by commissioners for this section).

- a. Special Election for Vice-Chair- Nominations
- b. Work plans and budget requests
- c. Party for Chair Quinn
- d. Holiday Party

12. ADJOURNMENT

This meeting was adjourned at 8:03 p.m.



**COUNTY OF SONOMA
COMMISSION ON THE STATUS OF WOMEN
AGENDA ITEM REPORT**

REPORT DATE: October 2023
MEETING DATE: November 2023

TO: Fellow Commissioners of the Commission of the Status of Women

FROM: Report on the Status of Women and Girls Ad Hoc

SUBJECT: Approval of Ad Hoc Budget

RECOMMENDED ACTION:

Ad hoc is proposing a new budget that includes funding requests associated with completing the design costs for the Spanish translated Report, marketing, and printing. Ad hoc is asking Commission to approve funding request.

BACKGROUND:

The ad hoc proposed a budget at the October 2023 meeting. The Commission did not vote to approve our requested amount.

FISCAL IMPACT:

Ad hoc is requesting \$2,603 from the Commission's 2023/2024 budget to pay for costs associated with completing the Report on the Status of Women and Girls project.

OPTIONS:

1. Vote to approve the ad hoc's budget
2. Vote to amend the budget amount
3. Take no action at this time

ATTACHMENTS:

1. Attachment 1: Detailed budget request

2023-2024 Report on the Status of Women and Girls in Sonoma County Budget v10.31.2023

Task	Cost	Notes
MSM Editing of Spanish Translated Report	\$ 2,000	MSM to complete the design edits to the Spanish report.
Report Printing	\$ 203	1 @ \$25 - OR - 20 for \$203
Report Marketing	\$ 400	Facebook ad boosts. 10 ads @ \$40 / boost.
2023/2024 CSW Budget Ask:		\$ 2,603

PROPOSED ACTIVITY OUTLINE (YR-2) 2023-2024

Ad Hoc: Where are we? Women and Girls Reproductive Health

September 2023	OBJECTIVE	ACTIONS	RESPONSIBLE PERSON/S
	Produce report on District One Access pilot and pharmacy survey	Compile information gathered from research on contraceptive availability and access for minors, including policies on Mifepristone from: 1) Clinics that provide reproductive health info; 2) Focus groups with female students in SVUHS (Sonoma Valley High) and, 3) Pharmacists using structured questionnaires about prescription practices and product availability.	Nancy Padian, JMB
October	Submit completed report to CSW for discussion	Finalize report and determine distribution	Nancy Padian, JMB

September 2023	OBJECTIVE	ACTIONS	RESPONSIBLE PERSON/S
November	Complete COUNTY pharmacy survey Obtain approval of plan and budget, and discuss outreach and role of partners	1) Finish outstanding pharmacies (15) and survey those who are willing to participate 2) Recontact independent pharmacies regarding future Mifepristone policies Submit Work Plan for YR 2 with budget	Junior CSW Adhoc members
December	Complete COUNTY pharmacy survey and Pharmacy awareness campaign Meet with Wellness counselors and, local partners	As above 1) Develop new social media campaign, revise existing referral materials 2) Write local news article re findings of pharmacy- access project Consider convening focus group with teachers and possibly another student group	Junior CSW Junior CSW NP, JB Adhoc members
January 2024	Pharmacy survey completed with emphasis on Mifepristone	Begin compiling FAQ on contraceptive rights for minors for distribution in schools and for teachers	Adhoc members

September 2023	OBJECTIVE	ACTIONS	RESPONSIBLE PERSON/S
February 2024	Work with UCSF: Advancing New Standards in Reproductive Health (ANSIRH) and The Reproductive Health Access Project (RHAP): to discuss roll out of the OPill..	<p>Building on the work the juniors did in health clinics and pharmacies, develop an awareness campaign (for both the OPill and the condom bill), for pharmacists, health care workers and potential end-users.</p> <p>Depending on uptake, survey those clinics or pharmacies who are or who plan to make the OPill available</p>	JB,NP, Adhoc members and Junior Commissioners
March 2024	Determine how the RHAP project could be integrated in to the reproductive health access ad hoc report and outreach	Compile data including pharmacy survey, into FAQ for each District	All CSW Commissioners
April 2024	Provide FAQ sheets on each District access to contraception to all Commissioners for distribution	Obtain feedback on the FAQ and followup with Commissioners in Districts 2-5 about local outreach	Adhoc members and all CSW Commissioners

September 2023	OBJECTIVE	ACTIONS	RESPONSIBLE PERSON/S
May 2024	Generate social media - expand webpage, produce PSAs , print media articles, describing access to contraceptives information and products in Sonoma County	Begin production, with possible partners including Phoenix Teen Clinic, PP, student volunteers discussing information gathered	Ad hoc members
June	Publicize social media, webpage etc.	Reach out to partners throughout Sonoma County to share findings, written, report and FAQs	Adhoc members

September 2023	OBJECTIVE	ACTIONS	RESPONSIBLE PERSON/S

BUDGET/RESOURCES: **WEBINAR production (\$2500)** Potential PARTNERS: Junior Commissioners, Planned Parenthood, NOW, Access California, and Phoenix Teen Clinic (Petaluma), with selective participation by CSW members.

DATE/PERIOD	OBJECTIVE	ACTIONS	ASSIGNED TO
October - November	<p>Identify projects to support in 2023-2024</p> <p>Possible list: Spirit, Pride, Supervisor Meet and Greet with Commissioners, 4C's, Women March event, Get out the vote - voter registration Verity Project, Womens History Month</p> <p>Tabling Events - how many,</p> <p>Marketing materials,</p> <p>Who do we want to Liaison with?</p>	Committee of commissioners, Wood, Diaz-Garcia, McCorquodale, Jones-Carter and Blalock will meet and determine capacity for events	Wood, Diaz-Garcia, McCorquodale, Jones-Carter and Blalock
November - December	<p>Training session for new commissioners</p> <p>Plane 1st quarter events schedule</p>	<p>Develop talking points script for commissioners</p> <p>Create a 3 month January - March calendar to be distributed to committee.</p> <p>Find out who can participate</p> <p>Create evaluation sheet for events</p> <p>Purchase supplies</p>	<p>Wood, McCorquodale, Blalock</p> <p>Wood, Diaz-Garcia, McCorquodale, Jones-Carter and Blalock</p>
January-March	<p>Execute events planned for first 3 months.</p> <p>Womens March ?</p>	Evaluate events	Wood, Diaz-Garcia, McCorquodale, Jones-Carter
February	Plane 2 nd quarter events	Create a 3 month March - May calendar to be distributed to committee.	Wood, Diaz-Garcia, McCorquodale, Jones-Carter

		Find out who can participate	
March	Plan events till year end June or August? Spirit ? District Meet and Greet	Create a 3 month June- August calendar to be distributed to committee. Find out who can participate Plan events in each district with Commissioners and Supervisors	Wood, Diaz-Garcia, McCorquodale, Jones-Carter Wood, Diaz-Garcia, McCorquodale, Jones-Carter
April	Execute Planned Events	Evaluate events	Wood, Diaz-Garcia, McCorquodale, Jones-Carter
May	Execute Planned Events	Evaluate events	Wood, Diaz-Garcia, McCorquodale, Jones-Carter
June	Pride ?	Evaluate events	Wood, Diaz-Garcia, McCorquodale, Jones-Carter

DATE/PERIOD	OBJECTIVE	ACTIONS	ASSIGNED TO

Budget/Resources:

\$4000 for Sponsorships & Table events includes Sponsorship for 3-4 events and a possible Women's March and District Meet and Greet.

\$1500 (\$500 marketing materials, \$500 for facebook ads, \$500 raffle materials to push social media following for marketing supplies



**COUNTY OF SONOMA
COMMISSION ON THE STATUS OF WOMEN
AGENDA ITEM REPORT**

REPORT DATE: September 14, 2023
MEETING DATE: September 14, 2023

TO: Fellow Commissioners of the Commission of the Status of Women

FROM: Sonoma County Women's March.
Commissioner Wood
Commissioner Diaz-Garcia
Commissioner Jones-Carter

SUBJECT: Recognition for Women's History in March. Women's March is committed to celebrate all women and to dismantling systems of oppression through nonviolent resistance and building community + inclusive structures guided by unity, advocacy, and empowerment.

RECOMMENDED ACTION:

Moving forward with voting in favor and support of an annual Women's March in Santa Rosa for all Sonoma County women that is established by the Commission on the Status of Women in Sonoma County and that future commissioners can continue the tradition.

BACKGROUND:

The origins of Women's History Month date back to 1978 in Santa Rosa, when the Commission on the Status of Women in Sonoma County planned a 'Women's History Week' celebration during the week of March 8 to correspond with International Women's Day.

DISCUSSION:

Please view the attachment.

FISCAL IMPACT:

Leaning over to Sonoma County Pride for tips/Advice. Sponsors, nonprofits, and other women based groups would be highly convenient.

OPTIONS:

N/A

ATTACHMENTS:

1. Attachment 1: Agenda Items for the Commission on the Status of Women in Sonoma County

Dear Members of the Commission,

As we approach the upcoming vote on whether the Commission on the Status of Women in Sonoma County should host an annual Women's March during Women's History Month, it is essential to address several critical points to ensure that this event aligns with our mission and serves the community effectively. Here are the key discussion topics and considerations:

Purpose and Objectives:

- Clearly define the purpose of the annual Women's March. Is it for raising awareness, advocating for women's rights, celebrating achievements, or a combination of these and other goals?
- Establish specific objectives and expected outcomes for the event, such as increased community engagement, policy advocacy, or education.

Inclusivity and Representation:

- Discuss strategies to ensure the march is inclusive and representative of the diverse women in Sonoma County, including those from various backgrounds, ethnicities, ages, and abilities.
- Explore ways to collaborate with local organizations and groups to enhance diversity and inclusivity.

Theme and Focus:

- Decide if the march should have a specific theme or focus each year, aligning with pertinent issues affecting women.
- Consider the historical and contemporary challenges facing women in Sonoma County and the broader nation, ensuring that the event addresses these concerns.

Community Engagement and Outreach:

- Develop a comprehensive outreach plan to involve the broader community in planning and participating in the Women's March.
- Explore opportunities for engaging local schools, businesses, and community leaders to promote awareness and involvement.

Logistics and Sustainability:

- Discuss logistical aspects, including event location, date, and time, as well as permitting and security arrangements.
- Consider the environmental impact of the event and explore ways to make it sustainable, such as reducing waste and promoting eco-friendly practices.

Funding and Resources:

- Determine the budget required for organizing the annual march and explore potential sources of funding, including grants, donations, and partnerships.
- Assess the availability of human resources and volunteers needed to plan and execute the event.

Community Benefits:

- Evaluate the potential benefits of the Women's March for the community, including its impact on women's rights awareness, local businesses, and tourism.
- Discuss ways to measure and communicate these benefits effectively.

Community Concerns and Opposition:

- Address any concerns or opposition from community members or stakeholders regarding the Women's March.
- Consider strategies for addressing and mitigating these concerns.

Partnerships and Collaboration:

- Explore opportunities for collaborating with other local organizations, government agencies, or women's advocacy groups to enhance the march's impact.

Evaluation and Adaptation:

- Establish a system for regular evaluation and feedback collection to assess the success of each Women's March and make necessary improvements in subsequent years.

By thoroughly discussing these topics and addressing the associated considerations, we can make an informed decision regarding the annual Women's March during Women's History Month. This event has the potential to be a powerful platform for advancing women's rights and promoting gender equality in Sonoma County, and our careful planning will be instrumental in its success.

Administering CSW Social Media Sites:

- Have at least two people with administrator access to the Facebook page at all times.
- Have at least one person assigned to creating ads and paying for ads (to be reimbursed by the Commission later).

Content on CSW social media:

- We should prioritize posting about our events, our partners' events, our meetings, and our work.
- Utilize the "schedule post" feature on Facebook to spread posts out through the week.
 - Posting between 8:00-10:00am or 5:00pm - 8:00pm is ideal for content you want comments/interactions on.
- Highlighting special events, work in our community that benefits women, programs that Sonoma County women can take advantage of, the detriments of sexism, and accomplishments of women around the world are just a few examples of good uses of social media.
- Do not promote private businesses or make special recommendations for private businesses or individuals if the situation involves individual or monetary gain. If the effort is not beneficial to the community, do not post about it.

Political Content

- Posts about politics are tricky. Do not post anything that involves any type of political candidate, for any level of government, or any political party.
- Do not share opinion posts published by political parties or political candidates. Commissioners can post about legislative bills. We must take every step to make it clear we are never endorsing a candidate, party, or unless we have voted to do so, legislation or a ballot measure.
- If you do post something politically charged, remember these tips:
 - Be careful in choosing what parts of an article to highlight, or stress that the title of an article we share is not indicative of the whole piece.
 - Make sure the title of an article we share is not conflicting with the views of CSW. If the title seems conflicting, don't post the article or share anything connected to it

- When in doubt, don't post or delay posting until you've checked in with the Marketing AdHoc!

Community engagement:

- Do not delete comments unless they are violent, vulgar, or otherwise detrimental or unsafe. People are allowed to disagree and criticize us and what we post.
- If you want to genuinely argue or debate with a commenter, do it from your own page, not CSW.
- Try to respond to (or react to!) every comment as soon as possible. This makes people more likely to engage with us in the future.

Additional guidelines for page administrators:

- Be active and responsive
- Listen to commenters
- Create value in conversations
- Use humor only when appropriate
- Don't push CSW in every post/comment
- Don't be rude or impatient
- Don't ignore negative feedback