



MINUTES

WOMEN'S COMMISSION
JULY 14, 2021
ATTEND VIRTUALLY

1. **CALL TO ORDER**
2. **ROLL CALL**

Members Present:

Voting Member Olivia Sloan
Voting Member Candice Flint
Voting Member Araseli Varela
Voting Member Gabriela Schwenker
Voting Member Kate Cleaver
Voting Member Carla Bachechi

Members Excused:

Voting Member Sascha Anderson
Voting Member Fatima Van Hattum
Voting Member Vickie Gabin

Others Attending:

Anna Cale, Clerk

3. **APPROVAL OF AGENDA**
4. **ACTION ITEMS**

- a. Discuss and Approve: Short and Long Term Goals (Val Alarcon)

Val: presentation of the framework for the short and long term goals. The clear need and most immediate goal universally being the need for research and evaluation of the issues internally in the City and externally community-wide. Val went into detail explaining the goals identified.

Carla asked for clarification on the difference between research done by an analyst and the research done by the commission. Val responded that the commission could hire an analyst to do much of that work on behalf of the commission. There was some discussion about how a data consultant may be utilized to work towards these goals.

There was concern that these goals are too intensive and can't be achieved in the timeframe allotted. The group discussed that concern and agreed



MINUTES

that while these goals may entail a lot of work, that work is worth doing and is doable.

Kate moved to approve the goals, Carla seconded. The goals were unanimously approved.

b. Presentation and Approve: Communication Plan (Val Alarcon)

Val: presentation of the communications plan detailing guidance on public statements, marketing and the website for the Women's Commission.

Candice noted that the communication plan seemed very doable within the next year and that many other commissions/committees within the City already have this established and can function as examples. The resource list would be a living process and very fluid in nature.

Olivia asked how the website will be marketed to the community. Carla reiterated that this was a concern. Julie answered these concerns sharing that there is a variety of ways that the City shares information externally, including through our PIO/Communications Director, websites, public information releases, newspapers, Twitter. Olivia noted that Commissioners can also speak about their work and spread the word that way.

Carla asked if the one-stop resource list would have a set criteria of which organizations would be included in the list and a protocol for how to manage responding to organizations that will not be included. Candice agreed that the development of the resource list will include setting a criteria and selection process.

The group discussed ways to ensure that people who are not "tech savvy" can engage with the Commission, including newspaper notices, phone access, and other platforms of communication.

Carla asked for clarification regarding how public this meeting is and how we might include other members of the public in these meetings. Val clarified that yes, these meetings are public and can and should be attended by members of the public to advance the work of this Commission.

Araseli moved to approve the communication plan, Carla seconded and the vote was unanimous in approval of the communication plan.

5. **DISCUSSION ITEMS**

a. Discussion: Budget (Candice Flint)



MINUTES

Candice: presentation of the budget draft sent out by Anna late last week. The budget is for \$20,000 to cover the costs of childcare at Women's Commission meetings when those begin to happen in person and for funding to support a consultant to support the short term/immediate goals of the Commission. Both items would fall under the category of professional services contracts. Julie added that many of our committees and commissions have budgets to support their work and others don't. If you want meaningful work coming from a commission, you need a budget attached to those asks. She said that the mid-year budget review is happening in December and this will likely be approved.

Carla asked if as a City commission, can people give money as donations? Julie said that yes, people can donate to the City and to a specific project but it's challenging to add funding to a budget with line items that don't exist. Carla asked if the group can give money. Julie said that we can't give money to individuals without going through standard procurement processes such as an RFP.

Anna clarified that the proposed budget is for the remainder of the current fiscal year, 2021-2022 and the commission can review and reassess the needs of the commission and budgetary asks at a later point.

Olivia asked if marketing costs should be added. Julie noted that as the City has an internal PIO and other services internally to support marketing, this will not likely be approved.

The item was not set for a vote at this meeting and will be presented as a item for vote along with the rest of the plan at the next meeting on July 28th.

6. **MATTERS FROM STAFF**
7. **MATTERS FROM THE COMMITTEE**
8. **MATTERS FROM THE CHAIR**
9. **NEXT MEETING: July 28 2021**
10. **ADJOURN**

Anna Cale

Anna Cale (Jul 15, 2021 12:11 MDT)

Liaison

C Flint

Candice Flint (Jul 15, 2021 12:55 MDT)

Chair



City of Santa Fe

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