



MINUTES OF A MEETING OF THE COMMISSION TO ADVANCE THE STATUS
OF WOMEN AND GIRLS

TUESDAY, AUGUST 8, 2023
6:00 PM
CITY HALL COUNCIL CHAMBER
1700 7th STREET
SANGER, CA 93657

A. CALL TO ORDER AND ROLL CALL

Chair Karen Pearson called the meeting to order at 6:00 PM.

Roll Call:

Present: Chair Karen Pearson, Commissioner Marisela Rodriguez Martinez, Commissioner Kimberly Maldonado, Commissioner BreAnna Trejo, Commissioner Alyssa Tarango

Absent: Vice Chair Delilah Elizondo

B. FLAG SALUTE

The Flag Salute was led by Chair Pearson.

C. APPROVAL OF AGENDA

The Commission by motion of Commissioner Trejo approved the agenda as presented. The motion was seconded by Commissioner Martinez and approved by the following vote:

AYES: PEARSON, MARTINEZ, MALDONADO, TREJO, TARANGO

NOES:

ABSTAIN:

ABSENT: ELIZONDO

D. CONSENT CALENDAR

The Commission by motion of Commissioner Maldonado approved the following items on the consent calendar:

1. SUBJECT: APPROVED - Minutes of a Regular Meeting of the Commission to Advance the Status of Women and Girls held on July 11, 2023.
2. SUBJECT: INFORMATIONAL ITEM - Budget and Expenditure Report

The motion was seconded by Commissioner Trejo and approved by the following vote:

AYES: PEARSON, MARTINEZ, MALDONADO, TREJO, TARANGO

NOES:

ABSTAIN:

ABSENT: ELIZONDO

E. PUBLIC FORUM

Cheryl Senn thanked the Commission for attending the City's Annual Back to School Backpack Giveaway event and that families were happy to take the survey.

F. ACTION ITEMS

1. **SUBJECT: APPROVED - Commission Logo & Branding Options**

The Commission adopted a logo from the options presented in Attachment A. This logo will be used to brand and promote the Commission. It may be included on various items to identify the Commission, including T-shirts, giveaways, letterhead, and outreach materials (e.g., pens, stickers, etc.) and marketing materials (i.e., social media, flyers and brochures, and a table cloth and canopy).

Dr. Castellanos reported on the item.

Public comment:

Cheryl Senn stated that the logo does not need to have a mission statement. Instead, go with color and simple which is better for branding.

The Commission by motion of Commissioner Maldonado adopted the left Option 1 Logo in black/white. The motion was seconded by Commissioner Trejo and approved by the following vote:

AYES: PEARSON, MARTINEZ, MALDONADO, TREJO, TARANGO

NOES:

ABSTAIN:

ABSENT: ELIZONDO

2. **SUBJECT: APPROVED - Commission Outreach and Marketing**

The Commission considered and approved strategies to conduct outreach and market the Commission and its future activities and efforts to inform and engage the community.

Dr. Castellanos presented on the item and stated that the grant funds need to be spent by September 30, 2023. She further stated that she would be contacting the funding source to ask if the Commission can earmark the grant funds.

Discussion followed

Public comment:

Cheryl Senn stated that the Sanger Scene charges \$30 for ads and \$50 for a promotion video posting.

Commissioner Maldonado made a motion for specifics on the marketing to advertise the survey once a month for the remainder of the year through December, 4 times for media outlets to share the survey, an ad twice for the Farmer's Market; setting a budget for two video posts for a total of \$280. Commissioner Maldonado withdrew her motion.

The Commission by motion of Commissioner Trejo approved the current strategies for outreach and marketing as presented. The motion was seconded by Commissioner Martinez and approved by the following vote:

AYES: PEARSON, MARTINEZ, MALDONADO, TREJO, TARANGO
NOES:
ABSTAIN:
ABSENT: ELIZONDO

3. SUBJECT: APPROVED - Community Needs Survey (Finalized Data Collection Instrument)

The Commission:

- 1.) Reviewed and approved the Community Needs Survey (in English and Spanish).
- 2.) Approved funds to advertise the Survey in local media outlets.

Dr. Castellanos presented on the item.

Public Comment:

Cheryl Senn said that the Commission should not change the rating scale for question 4 and leave it at 1 to 10 for statistical purposes.

The Commission by motion of Chair Pearson accepted and approved item F.3.1. the Community Needs Survey in English and Spanish as presented with a modifications of the Spanish survey by removing the word “mejorar” and replace with the word “avanzar” in the survey title. The motion was seconded by Commissioner Trejo and approved by the following vote:

AYES: PEARSON, MARTINEZ, MALDONADO, TREJO, TARANGO
NOES:
ABSTAIN:
ABSENT: ELIZONDO

Discussion followed on item F.3.2.

Public comment:

Cheryl Senn provided comment on the outreach for social media advertising.

Commissioner Trejo made a motion to allocate up to \$2,500 to advertise the survey and outreach activities information. The motion failed due to lack of a second.

Commissioner Maldonado made a motion to allocate up to \$2,500 for advertisement of the survey and marketing activities. The motion was seconded by Commissioner Martinez. Commissioner Maldonado withdrew her motion and Commissioner Martinez withdrew her second.

The Commission by motion of Commissioner Tarango for item F.3.2. allocated up to \$2,500 now until September 12, 2023, for the survey and general marketing strategies. The motion was seconded by Commissioner Martinez and approved by the following vote:

AYES: PEARSON, MARTINEZ, MALDONADO, TREJO, TARANGO
NOES:
ABSTAIN:
ABSENT: ELIZONDO

Chair Pearson recused herself from the discussion and left the Council Chamber at 8:11 PM.

The Commission by motion of Commissioner Trejo directed staff to advertise in both the Sanger Scene and Mid Valley Times.

Commissioner Trejo asked for and received consensus to designate Commissioner Maldonado to serve as Vice Chair in the absence of Vice Chair Elizondo.

The motion was seconded by Commissioner Martinez and approved by the following vote:

AYES: MARTINEZ, MALDONADO, TREJO, TARANGO
NOES:
ABSTAIN (Recusal): PEARSON
ABSENT: ELIZONDO

G. STAFF COMMUNICATION/DISCUSSION

Chair Pearson rejoined the meeting at 8:15 PM.

There was no staff communication/discussion.

H. MATTERS INITIATED BY COMMISSIONERS

1. National Night Out - Consensus was given at the last meeting to participate in the event; Commission might still have a discussion on who will be working the event - Chair Karen Pearson.

Chair Pearson said she would be attending the event. Commissioners Trejo, Martinez, Tarango and Maldonado also said they would attend the event.

Public comment: None

2. Farmer's Market - Consensus was given at the last meeting to add to a future agenda for discussion. This item may lead to direction in participating at the Farmer's Market and who will work at the booth – Commissioner Kimberly Maldonado.

Chair Pearson said she will send an email to the Commission with the dates of the Farmer's Market and asked the Commission to respond as to what dates they would be available to work at the booth.

Commissioner Maldonado:

1. Asked for and received consensus for staff to provide the Commission with a monthly expenditure report for the remainder of the grant.
2. Asked for and received consensus to add an item to a future agenda to discuss a donation of hygiene products to Hope Sanger.
3. Asked for and received consensus to add an item to a future agenda to discuss sponsoring a female teacher with school supplies.
4. Asked for and received consensus to add an item to a future agenda to discuss a donation to the Marjorie Mason Center.
5. Commissioner Maldonado withdrew the consensus requests to add items to a future agenda for: 1.) Donation of hygiene products to Hope Sanger; 2.) Sponsoring a female teacher with school supplies; and 3.) Donation to the Marjorie Mason Center. She asked for a consensus to discuss these items at the September Workshop; consensus was given.

Chair Pearson:

1. Attended the City's Back to School event last weekend and reported that 100 surveys had been completed.
2. At the last meeting she received consensus to discuss at a future meeting the Career Pathways Workshop; she would like the item to be brought before the Commission for discussion.

Public comment: None

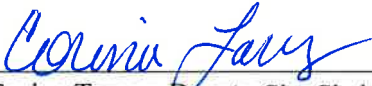
I. NEXT MEETING DATE

1. September 12, 2023

J. ADJOURNMENT

There being no further business, the Commission adjourned their meeting at 8:41 PM.

ATTEST



Corina Tamez, Deputy City Clerk