

CITY OF LOS ANGELES

CALIFORNIA



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HELEN H. HAN

LILIANA PÉREZ

FRANCILLE RUSAN WILSON, PH.D.

MINUTES

**Special Meeting
FEBRUARY 29, 2008
Los Angeles City Hall
200 North Spring Street, Room 1050
Los Angeles, CA 90012**

COMMISSIONERS PRESENT

Susan Berke Fogel, President
Katie Buckland, Vice President
Rocio Córdoba
Dominique DiPrima
Liliana Pérez
Francille Rusan Wilson

COMMISSIONERS ABSENT

Helen Han

STAFF

Kellie Hawkins, Executive Director
Veronica Hendrix
Anne Dunn
Julie Heifetz
Lisa Chandler
Shannon Nemzer
Hannah Farley
Rayshell Chambers
Calvin Birdsong
Satin White (intern)
Tracy Katz (intern)
Taylor Mitchell (intern)
Carolyn Reed

GUEST

Sara Z. Mijares

I. CALL TO ORDER

President Fogel called the meeting to order at 9:35 a.m.

President Fogel thanked Executive Director Kellie Hawkins and staff for all the work put into pulling the information together for the Commissioners' review and discussion of the Commission's purpose and mission. The Policy Areas and Objectives document is going to be the framework for today's discussion.

II. DISCUSSION ON MATTERS FOR COMMISSION ACTION

A. Commission Priorities - Current Policy Areas and Goals for 2008 – 2009

Ms. Hawkins gave an overview of the policy areas and objectives, along with their programs and objectives. She stated that additional information is available upon request.

President Fogel stated that once we determine what we are committed to doing, then we can prioritize and make decisions about how much energy we are going to put into one campaign versus another.

Commissioner Córdoba stated that once we prioritize she would be interested in having an in depth discussion about the policies, goals and outcomes programmatically.

In reference to the Cut It Out Campaign (this campaign is an outreach to beauty salons to provide training, information, and resources to their customers on domestic violence), Commissioner Pérez stated that she wants to know what languages and geographic areas are being covered.

President Fogel stated that there are three basic areas of activity: training, outreach, and education. The Commission brings a gender lens to all of these issues.

President Fogel asked Commissioner Cordoba, as the Policy Committee Chair, to open up the next part of the discussion. Commissioner Cordoba stated that in terms of developing a policy agenda it would be useful to cluster these different areas:

- Personal and Public Safety
- Opportunity and Inclusion
- Economic Development
- Youth

Commissioner Pérez stated that once we have that framework, we can look at our priorities, our implementation, our timeline, and how we can communicate this to the media and to the community. She stated that it is unclear what the role of the Commission has been. We have to be able to discern the staff's role with certain programs and what we are mandated to do and if we are mandated to do a lot of functions she would rather have us focus on three programs and then our outcomes can be articulated in such a way that Councilmembers and the community will feel that we are relevant.

Vice President Buckland discussed the importance of lumping the various small projects into very big categories. She stated that she hopes non-traditional careers become a big deal with the Commission because the ordinance that established the Commission requires us to focus some of our energy on City employees. Vice President Buckland stated that non-traditional careers are so much better for women employees, particularly women employees who have college degrees. There are many opportunities in these careers.

Ms. Hawkins stated that during her trip to Sacramento she had a discussion with the Executive Director of the State Commission on the Status of Women about non-traditional careers for women. She is pursuing opportunities to bring funding to the City of Los Angeles for non-traditional careers for women.

Ms. Hawkins also stated that she is meeting with local universities about doing the gender analysis survey. Commissioner Fogel added that the CEDAW Ordinance requires us to do the gender analysis survey and it is important to revisit this issue following up on the need for data collection, which is a useful tool. The CEDAW Task Force held a series of hearings. Hearings may serve many purposes: outreach, education, visibility and listening, as we develop long-term policies.

Commissioner Córdoba stated that hearings would be very useful once we develop our policy platform. She stated that we could use technology to aid in data collection, such as with online surveys.

President Fogel stated that the broad categories come first, then policy outcomes come second and the third is what are the activities in which we have to engage in order to get the desired outcomes. These items have to be integrated with staff capacity and funding.

Commissioner Córdoba recommended that we develop these cluster areas then prioritize and have a few guiding principles that will be used to in all of the categories.

Commissioner Pérez made a motion that at our next meeting the Commission makes a concrete decision as to what our four priorities will be, along with a timeline. The motion was seconded and unanimously approved.

Commissioner DiPrima stated that she would like to see a list of what we are currently doing in these areas.

Commissioner Córdoba stated that as a follow up to the motion she would like the Commission to strive to finalize an actual platform with policy objectives by the April meeting and discuss our timeline at the next meeting. She stated that it will be critical for us to have our policy agenda together by April so we'll be able to take a position on specific legislation. Bills will start to be heard in March but we will be able to get in on the process early enough and start plugging in bills under these areas.

President Fogel stated, to clarify the process:

- The four cluster areas have been identified
- Look at what we're actually doing in those areas now
- Identify policy outcomes in those areas
- Identify detailed implementation strategies and activities to achieve those policy outcomes
- Identify guiding principles that will be threads that will run through all of the work that we do

III. PUBLIC COMMENT

Sara Z. Mijares, President/founder of the Mundo Maya Foundation requested Commission support for her organization's event, "A Tribute to Migrant Mothers." She read a letter that invited the Commission to be a collaborating organization for the event. "A Tribute to Migrant Mothers" will be held May 7, 2008. A VIP reception will be held from 5 p.m. – 6 p.m. and the event will be held from 6 p.m. – 9 p.m., in Los Angeles. The event also consists of a dinner recognizing the migrant mothers, a fashion show and an art exhibit.

Ms. Mijares stated that she is also the program director of Capacity Building at MALDEF. For volunteers for the Commission she stated that there is a class at UCLA called Chicano Barrio Learning Services. Every quarter the class is open for organizations looking for volunteers to go in and talk about their programs.

IV. ANNOUNCEMENTS

There were no announcements.

V. ADJOURNMENT

Commission President Fogel adjourned the meeting at 11:30 a.m.