



**Howard County
Commission for Women**
Department of Community Resources and Services
9830 Patuxent Woods Drive, Columbia, MD 21046
March 12, 2019

Members Present

Kashonna Holland, Chair
Dianne Paulus
Jessica Epps
Judy Zhou

Members Absent

Joyce Kim
Lanlan Xu
Meg Boyd, Vice-Chair

Staff Present

Cheryl Mattis, Executive Secretary
Kim Henry
Lisa Madera

Staff Absent

Guests Present

Maxine Kellman-Allen

Call to Order:

With a quorum present, the CFW meeting was called to order at 7:06pm.

Approval of February minutes:

At 7:08pm, a motion was made to approve the February minutes. During the review of the February minutes, Staff identified an update that should be made.

- Minutes need to be updated to reflect that the department will cover the cost of live streaming at the Hall of Fame - \$370

Commissioners continued to review the February minutes and a motion was made to approve the minutes, pending the update requested. All present were in favor and the motion was passed.

Chair's Report:

Kashonna expressed an interest in expanding the reach of the CFW by cultivating relationships with other Commissions. There are a number of upcoming events that Commissioners may be interested in attending. Kashonna and Staff will continue to disseminate upcoming event information to the Commissioners. On March 21, 2019, the Maryland Commission for Women will host their Annual Hall of Fame event. Kashonna will be attending and invited the Commissioners to join her. This month is Women's History Month, a time to celebrate women and their service to the community. Kashonna thanked all Commissioners and women for being amazing and applauded their service.

Executive Secretary's Report:

Cheryl shared information about the CFW candidates who have been pre-filed for both the April and May legislative sessions. Three new members will be appointed during the April legislative session and one

new member will be appointed during the May session. After each session, there will be a vote to finalize the process.

New Business:

We Hear You campaign

- Launch date moved to April 2019.
 - Staff will disseminate the finalized logo
- Nominees under the age of 18 will need to have a release form signed by their parents
- As we begin this campaign, Commissioners will serve as nominators. Eventually the public will be invited to submit nominations.
 - Each Commissioner will be asked to nominate two women who have done something incredible
- A sub-committee will be created once the CFW has additional members
- Every Facebook post will end with a link to the guidelines that would be located on the CFW webpage
- Tasks to complete prior to next meeting
 - Kashonna will create guidelines for the campaign and send to Staff
 - Staff to disseminate final logo
 - Staff to send Commissioners release form

Miss Representation documentary

- Confirmed date for showing: Thursday, May 2 from 6 to 8:30 p.m.
 - Attendees will be invited to participate in a roundtable discussion led by Commissioners after the showing.
- Earlier this month, the Commissioners provided staff with the media package developed by the Representation Project.
 - The flyer provided needs to be edited
 - Staff will edit the flyer to make it more appealing and highlight the CFW
 - The Commissioners would like to provide the flyer to attendees at the Hall of Fame event
 - Other materials include a promotional video, informational poster, and a link to the Representation Project's Facebook page
 - Staff will request permission to include a link to the Representation Project on marketing and registration materials from PIO and Mark Miller
 - Email marketing tactics were discussed
 - The Commissioners discussed sending email invitation to various clubs from the CFW email address
 - Outgoing messages cannot be sent from the CFW email account; however, the email account is able to receive messages
- Staff will create marketing materials to be posted on Facebook and create a registration page on EventBrite.
 - EventBrite registration form details
 - Capacity – 100 attendees
 - Form Information
 - Name
 - Email address
 - School/Organization

- Grade
 - Registration Date – March 28, 2019 and end on May 2, 2019, at 6pm
- A brief statement describing the event and target audience will be included in marketing materials
 - Kashonna will send Staff the brief statement
- The Commissioners discussed marketing to the HCPSS and felt that due to the limited capacity, this may not be needed
- The Commissioners defined the target audience - event will be opened to individuals in 8th grade and up
- A pre/post survey is included with screening. The Commissioners discussed the data that would be collected and the best method to disseminate the survey tools.
 - A link to the pre screening survey will be included on the EventBrite registration page
 - Kashonna will obtain this link to this and provide to staff
 - A thank you email will be sent to attendees on May 3, 2019
 - This email will include a link to the post screening survey, to be provided by Kashonna
- Refreshments – the Commissioners discussed providing popcorn and water to attendees, but were unsure if there is enough funding to support this
 - Jessica will call and ascertain cost of renting a popcorn machine
- Staff will print fliers for Hall of Fame Event
- Staff has confirmed the Bain Center for the screening
 - Commissioners will need to arrive at 5pm to set up and welcome attendees.
- Tasks to complete prior to next meeting
 - Kashonna to send staff statement for fliers
 - Kashonna to send pre/post survey links to staff
 - Jessica to call popcorn vendors
 - Staff to edit flyers
 - Staff to print flyers for Hall of Fame
 - Staff to discuss marketing with PIO and Mark Miller

Women's Hall of Fame

- Timeline – The CFW is up to date on all tasks
 - Awards have been created
 - Plaque has been updated to include 2019 inductees
 - Invitations have been created and disseminated to inductees
 - Email marketing messages have been disseminated through government Constant Contact list
- Elijah Cummings' office will be providing letters for honorees
- Council Chair has been confirmed as a speaker
- Set-up – Staff will email facilities to request tables for event
 - Five tables were requested last year
 - This year we will request 6 tables
- Honorees will be asked to meet in the Columbia Ellicott Room prior to the event and arrive at 6pm
 - Procession will begin at 6:15pm
- Student dress code is black and white
- Bin to collect surveys will be outside of the room
- Commissioners will need to arrive at 5:30pm
- Presentation is being finalized
- Tasks to complete prior to next meeting

- Jessica to bring water to event 2 cases for the Columbia Ellicott Room
- Jessica to add extra table cloth with La Prima
- Jessica to ask both the caterer and baker to arrive at 6pm
- Staff will order the sign language interpreter
- Staff to request 6 tables for event
- Judy to articulate dress code to student volunteers and confirm arrival time
- Staff to send student photos to Dianne
- Kashonna to send Staff presentation via DropBox

Survey

- Staff created survey tool
 - Survey tool and Misrepresentation flyer will be included in the Hall of Fame program
 - Student volunteers will be asked to stuff the programs and collect surveys
 - Staff will create a fillable PDF and post on website

Social Media Lead

Dianne has been acting as the CFW social media contact and was recognized and nominated to continue in this role.

Secretary

A motion was made for Jessica to serve as Secretary. All present were in favor and the motion was passed.

Adjournment:

A motion was made and seconded to adjourn the Women's Commission meeting. All present were in favor and the motion was passed. The meeting adjourned at 8:30 p.m.

Submitted by Jessica Epps

Next meeting: Tuesday, April 9, 2019, at 7 p.m.