

**Commission for Women  
Department of Administration  
January 22, 2019**

MINUTES OF THE MEETING OF THE  
NEVADA COMMISSION FOR WOMEN  
DEPARTMENT OF ADMINISTRATION  
January 22, 2019

The meeting of the Nevada Commission for Women was called to order by Commissioner Richann Bender at 9:02 a.m. on Tuesday, January 22, 2019 at State Public Works Division Conference Room, 2300 McLeod St., Las Vegas, NV and 515 E. Musser St., Carson City, NV. **Exhibit A** is the sign-in sheet, **Exhibit B** is the meeting agenda, **Exhibit C** is the Nevada Commission for Women Goals and Objectives for FY19, **Exhibit D** is the Western Nevada College 8 Week HTML Bootcamp flyer, and **Exhibit E** is the Nevada Commission for Women's Gender Equality Survey Results. All exhibits are available and on file in the Department of Administration, Director's Office.

**COMMISSION MEMBERS PRESENT:**

Richann Bender  
Constance Brooks - Phone  
Jo Etta Brown  
Elisa Cafferata - Phone  
Durette Candito  
Brenda Hughes  
Jennifer López

**COMMISSION MEMBERS ABSENT:**

Diane Fearon, Chair  
Brooke Westlake-Kelley, Vice Chair  
Cynthia Cicero

**D of A STAFF MEMBERS PRESENT:**

Molly Walt

**OTHERS PRESENT:**

Katie Armstrong, Deputy Attorney General, Attorney General's Office  
Brooke Brumfield, Fior Partners  
Linda Bridges, Girl Scouts Southern Nevada  
Ruperta Alexis, Sistahs Strong  
Patti Weiske, Dress for Success Northern Nevada  
Mara Thiessen Jones, Public  
Margaret Mello, Public

**Agenda Item #3 – Public Comment**

Commissioner Richann Bender called for Public Comment. There was no public comment.

**Commission for Women  
Department of Administration  
January 22, 2019**

**Agenda Item #4 – FOR POSSIBLE ACTION: Review and approval of Minutes from January 22, 2019 Nevada Commission for Women Meeting.**

Commissioner Richann Bender asked for comments and/or questions regarding the minutes; hearing none, Commissioner Brenda Hughes made the motion to approve the minutes, Commissioner Jo Etta Brown seconded the motion. Action to approve the minutes passed unanimously.

**Agenda Item #5 – INFORMATION – Update on the Elevate Her NV campaign**

Commissioner Elisa Cafferata introduced Brooke Brumfield from Fior Partners to update the Commissioner on the efforts of the Elevate Her NV Campaign. Brooke Brumfield informed the Commission that a domain name for the campaign website has been secured, Mabble Media helped with creating a design for the website and logo for campaign, press release is finalized and is in the process of being approved by the Department of Administration, donations have been received so money can fund paid advertising, donations from Lisa Krasner, Jill Tolles, Heidi Gansert, and Julia Ratti have or will be donating. All donations are from Northern Nevada, so Brooke would like to encourage Southern Nevada to commit to the campaign to make the campaign a statewide campaign. Ms. Brumfield asked Commissioners to let her know all the events the Commission would be presenting and/or attending, so a push to get more women to volunteer for the boards and commission can be made. Ms. Brumfield also stated that ownership of the campaign would fall on everyone individually to make announcements at the events to push the campaign. Fior Partners would be able to put together a 3 sentence-2 paragraph-2-minute snippet that explains what the campaign is about and how people can get involved. Ms. Brumfield asks for strong support from the Commissioners. She asked that the Commissioners take the lead on the campaign and Fior Partners will help with the public relations on pushing out the message. Ms. Brumfield stated by February, Fior Partners will have a logo, website, and campaign launch plan ready to present to the Commission. Ms. Brumfield asked that Commissioners give her any strong desires that they would like to see in the logo, website, and/or branding design ahead of time, otherwise she hopes that the Commissioners trust the decision made by the Fior Partners and Commissioner Elisa Cafferata have and will present. Commissioner López asked what the deadline to recruit Southern Nevada donors would be. Ms. Brumfield stated by the February meeting. Commissioner López asked when the campaign would be launched. Ms. Brumfield stated that if all the material is approved by the Department of Administration by March 4, 2019, then the campaign would launch then. Ms. Brumfield would like to add Women's History Month into the press release. Ms. Brumfield continued to state that she would create a packet for each Commissioner to have for speaking engagements. The packet would contain copy of the press release, link to the website, talking points for each person on the team and respective team, and how to answer some simple questions. Ms. Brumfield asked that if the Commissioners talk to people on boards and commissions, if they would let them know about the campaign. Ms. Walt informed Commissioners that all events Commissioners are attending on behalf of the Nevada Commission for Women need to present the event and material to Ms. Walt for approval prior to the date of the event. Ms. Brumfield requested from Commissioners to submit all events for the next 6 months, so approval can be obtained soon.

**Commission for Women  
Department of Administration  
January 22, 2019**

**Agenda Item #6 – FOR POSSIBLE ACTION – Nevada Commission for Women FY19  
Goals**

Commission Jennifer López updated the Commission on the progress of Commissions goal:

1. Gender Disparity/Equality Issues in Nevada
  - a) Round table discussion to address Socioeconomic disparity
    - i. Working with NSHE to secure proposed locations in Carson City, Reno, Las Vegas, Elko, Ely, Yerington, Minden, Fallon, Winnemucca, Henderson
    - ii. Event will be in collaboration with Commission on Minority Affairs
    - iii. Topics to address: Legislative Bills of interest to Nevada Commission for Women and Commission on Minority Affairs
    - iv. Date: March 14, 2019
  - b) Provide newsbytes to the NCFW ListServ subscribers and Social Media followers regarding the following issues:
    - i. Increased activity on Twitter
2. Increase the Number of Women in Leadership
  - a) Campaign
    - i. Public Relations firm (pro bono)
      1. Graphic Design to be presented at February meeting
      2. Domain has been purchased for new website; website will be sent for approval
      3. Press Release is finalized and will be sent for approval
    - ii. Women Legislators
      1. Donations from: Senator Heidi Gansert, Assemblywoman Lisa Krasner and Assemblywoman Jill Tolles
  - b) Encourage the creation of more local government level Women's Commissions
    - i. Met with Mayor Bob Crowell of Carson City
    - ii. Met with Commissioner Lucinda Wichman
3. Provide Education & Awareness for issues Relating to the Commission's Mission during the Legislative Session
  - a) Exhibit Reception for Legislators
    - i. Menu has been created
    - ii. Guinn Room has been reserved
    - iii. Volunteers have been scheduled
    - iv. Invitations will be delivered on 2/4/19
  - b) Information table at the Legislative
    - i. Promotional Supplies to be ordered
    - ii. Updated NCFW Informational documents created
    - iii. Volunteers have been scheduled
    - iv. Meetings with Legislators have been scheduled
  - c) Signing of Proclamation
    - i. Discussion topic for meeting in February with Nevada History Project regarding collaboration

**Commission for Women  
Department of Administration  
January 22, 2019**

- d) Tracking Bills
    - i. List of bills to track has been generated
    - ii. Subscribed to LCB tracking website
    - iii. Will update spreadsheet and inform Commissioners and listserv as bills move forward
  - e) Panels in Grant Sawyer Building
    - i. Title, Sponsor, Breaking Barriers, Building Community, and NCFW panels will be installed at the Grant Sawyer Building
    - ii. Currently trying to schedule a time to get all female legislators together for a group photo. The group photo will replace a picture on the current Breaking Barriers panel to be placed in the Grant Sawyer Building
  - f) Gender Equality Survey closed December 30, 2019. Results are posted on the Nevada Commission for Women website.
4. Create Recognition Event
- a) Tentative dates in April have been discussed
    - i. Will submit Nevada Room reservation request once available
  - b) Budget needs to be created
  - c) Funding source needs to be identified
5. Participate in Women's Suffrage
- a) Specialty License Plate
    - i. 10<sup>th</sup> on the list
  - b) Participate in Suffrage Parade:
    - i. Held conference call with City of Henderson, followed up with an email requesting information regarding the financial responsibilities of the Commission
    - ii. Date of parade is tentatively scheduled for May 2, 2020
  - c) Recreate the picture of Governor Boyle signing the resolutions for ratification of the 19<sup>th</sup> Amendment
    - i. Discussion topic for meeting in February with Nevada History Project
  - d) National Women's History Alliance
    - i. Application to partner was submitted
6. Document the Role of Nevada Women
- a) Panels in Grant Sawyer Building
    - i. Title, Sponsor, Breaking Barriers, Building Community, and NCFW panels will be installed at the Grant Sawyer Building
    - ii. Currently trying to schedule a time to get all female legislators together for a group photo. The group photo will replace a picture on the current Breaking Barriers panel to be placed in the Grant Sawyer Building
7. Promoting Awareness of the Nevada Commission for Women
- a) Increased Social Media Audience
    - i. Increased activity on Twitter. Currently, the Commission has 194 followers on Twitter and 259 Facebook page likes.
    - ii. Increase the Commission's Twitter and Facebook audience in the next 6 months by 50%.
  - b) Document work of the Commission
    - i. Created one-page document, charting the work and progress of the Commission

**Commission for Women  
Department of Administration  
January 22, 2019**

- c) Speaking Engagements:
  - i. January: UNR Status of Women presentation
  - ii. April: 2019 Northern Nevada Diversity Summit presentation

8. Fundraising - No update was given

**Agenda Item #7 – FOR POSSIBLE ACTION – Review and approval the sponsorship application to sponsor the Western Nevada College 8 Week HTML Bootcamp**

Commissioner Elisa Cafferata made the motion to approve the sponsorship application to sponsor the Western Nevada College 8 Week HTML Bootcamp, motion was seconded by Commissioner Jo Etta Brown. Motion passed unanimously.

**Agenda Item #8 – INFORMATION – Nevada Commission for Women Gender Equality Survey Results**

Molly Walt reported that the Nevada Commission for Women Gender Equality Survey Results have been posted to the Commission’s website. 258 responses to the survey have been recorded. Information and comments can be used for future use of the Commission. Commissioner López requested sharing the information with the media and include information from the survey with the Elevate Her NV campaign

**Agenda Item #9 – INFORMATION – Nevada Commission for Women Future Meeting Dates**

Commissioner Richann Bender encouraged Commissioners to add the future Commissioner meeting dates their calendars immediately. Future Commission meeting dates are as follows:

- Thursday, February 28, 2019 at 9:00 AM
- Thursday, March 28, 2019 at 9:00 AM
- Thursday, April 25, 2019 at 9:00 AM
- Thursday, May 23, 2019 at 9:00 AM
- Tuesday, June 25, 2019 at 9:00 AM

**Agenda Item #10 – INFORMATION – Commission for Women Financial Report**

Ms. Walt reported that the Community Foundation of Western Nevada account has not been updated since October 31, 2018; account balance is reported as \$3,376.51, of that amount, \$2,745.70 are restricted funds. State Account Balance is \$4,444.79. Commissioner Jo Etta Brown asked if the funds in the state account are restricted funds; Ms. Walt stated that some of the funds are restricted and some are not. Commissioner Brenda Hughes asked what the operational budget amount is for FY 20. Ms. Walt stated that the Governor’s Budget is public and posted on the Governor’s website. The Governor’s budget addresses the Department of Administration recommendations as well as the Governor’s recommendations. It was also stated that the budget recommendations are subject to approval.

**Commission for Women  
Department of Administration  
January 22, 2019**

**Agenda Item #11 – INFORMATION – Commission Member’s Comments/Public  
Comments**

Commissioner Jo Etta Brown asked how Commissioners determine when to have speaking engagements approved by the Department of Administration. Ms. Walt answered by stating if the Commissioner is going to speak on behalf of the Nevada Commission for Women, the event and material to be presented must be approved by the Department of Administration.

Public Comment: Linda Bridges, Chief Communications Officer of Girl Scouts Southern Nevada, introduced herself and wanted to know what the Commission does and how the Girl Scouts Southern Nevada can become more involved. Ruperta Alexis with the non-profit organization Sistahs S.T.R.O.N.G, a mentoring organization currently mentoring in two schools in Las Vegas, Hollingsworth Elementary School and Mission High School. Ruperta stated that she is interested in the Commission and learning how the Commission and Sistahs S.T.R.O.N.G might be able to work together to promote some of their organizations issues. Their organization focuses primarily on at-risk youth and are working with the youth in two schools, elementary and high school. They are working with some very dynamic women in the high school. Mara Jones stated that she attended the Women’s Empowerment Workshop at the Legislative Building in September and the event was in the top two events she has ever attended. She continued to state that she wanted to attend today’s meeting because she may not be able to attend next month’s meeting. She has been looking for the Commission’s mission statement and has been unable to find it. She encourages the Commission to post it on their website. She mentioned that she has lived in Nevada for 13 years and women are not always on the top of the list. She continued to state that she felt empowered by the Commission and at the fact that someone acknowledged that women are not always on the top of the list. Because of that, she was able to follow up with the AAUW and the Work Smart workshop and attended the workshop. After the Work Smart workshop and the Nevada Commission for Women Empowerment Workshop, she was able to negotiate an \$8.00/hour increase on the job offer she was given. She continued to state that it is very exciting to be part of the group and thanked the Commission. Patti Weiske, Dress for Success Northern Nevada, stated that Dress for Success is now statewide and provide clothing for women to re-enter the workplace. Patti stated that women are referred to their organization by different partners in the community. Their organization helps women that are re-entering the workforce, women that have never worked in the workforce, but they need the empowerment to get back to work and that is what Dress for Success provides. She continued to state that Dress for Success and the Nevada Commission for Women are somewhat on the same lines. She thanked the Commission for inviting their organization to the meeting and mentioned that she would love for someone from the Commission to be a speaker at one of their Professional Women’s Group sessions that teaches women how to be leaders.

**Commission for Women  
Department of Administration  
January 22, 2019**

**Agenda Item #12 - FOR POSSIBLE ACTION – Adjournment**

Motion to adjourn the meeting at 10:25 am was made by Commissioner Brenda Hughes, seconded by Commissioners Durette Candito. Motion passed unanimously.

Respectfully submitted,

*Molly Walt*

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Molly Walt, Staff, Nevada Commission for Women

Exhibit A	Sign in Sheets
Exhibit B	Meeting Agenda
Exhibit C	Nevada Commission for Women Goals and Objectives for FY19
Exhibit D	Review and approval the sponsorship application to sponsor the Western Nevada College 8 Week HTML Bootcamp
Exhibit E	Nevada Commission for Women’s Gender Equality Survey Results