



## **Annual Report to Board of Supervisors November 16, 2021**

### **Mission Statement:**

**The Commission for Women (CFW) promotes the well-being and equal status of women (across the gender spectrum) in Santa Barbara County. We work to:**

- ❖ *Develop, facilitate, recognize and recommend programs*
- ❖ *Collaborate with other agencies*
- ❖ *Gather and disseminate information*
- ❖ *Conduct public meetings*
- ❖ *Advise the Board of Supervisors (BOS)*





# CFW's Countywide Program Development & Activities

Each year the Santa Barbara County Commission for Women (CFW) presents summaries of our important and exciting work on behalf of the Board of Supervisors (BOS) and Santa Barbara County's women and girls.

Serving our mission to promote the well-being and equality of women and girls (across the gender spectrum) countywide, CFW highlights our 2020-2021 projects and some key outcomes and a preview of our 2021-2022 Operational Work Plan.

## CFW Subcommittees

1. **Outreach:** Public face of Commission work
1. **Policy:** Tracks local, state, and national legislation affecting women, and attend conferences
1. **Leadership Development:** Encourage women's participation in community, business and political leadership involving women and girls



**CFW Annual Retreat Meeting, August 2021**  
**Chair, Alison Wales 2021-2022**  
**Vice Chair, Stefanie M. Herrington**

## Subcommittees (Cont.)

4. **Listening Sessions:** Be eyes and ears of BOS and constituents, conduct public meetings
4. **Advocacy:** Discover, support and promote key causes directly beneficial to women and girls
4. **Veteran's Stand Down:** Annual Collaboration with annual Veteran's Stand Down Program

# Collaboration and Outreach



**North County Women's March Planning Committee**  
Commissioners Ivette Peralta, Tracy Beard and Alison Wales participated in the planning of the North County Woman's March in January. While we had to be virtual, there were amazing speakers including: Hannah-Beth Jackson and Dr Niki Sanoval, Rev. Dr. David Moore, Goleta School Board Member, Vicki Chen Ben-Yaacov, and Santa Barbara County Public Health Director Dr. Van Do-Reynoso and Aleiza Rogersd

**SPEAKER ANNOUNCEMENT!**



**HANNAH-BETH JACKSON**

WE LEAD.  
WE HEAL.  
WE TRANSFORM.

SATURDAY, JANUARY 23RD  
3:00-5:00  
FACEBOOK LIVE



**SPEAKER ANNOUNCEMENT!**



**REV. DR. DAVID MOORE**

WE LEAD.  
WE HEAL.  
WE TRANSFORM.

SATURDAY, JANUARY 23RD  
3:00-5:00  
FACEBOOK LIVE



**KEYNOTE SPEAKER ANNOUNCEMENT!**



**DOLORES HUERTA**

WE LEAD.  
WE HEAL.  
WE TRANSFORM.

SATURDAY, JANUARY 23RD  
3:00-5:00  
FACEBOOK LIVE



**SPEAKER ANNOUNCEMENT!**



**DR. NIKI SANDOVAL**

WE LEAD.  
WE HEAL.  
WE TRANSFORM.

SATURDAY, JANUARY 23RD  
3:00-5:00  
FACEBOOK LIVE



**SPEAKER ANNOUNCEMENT!**



**ALEIZA ROGERS**

WE LEAD.  
WE HEAL.  
WE TRANSFORM.

SATURDAY, JANUARY 23RD  
3:00-5:00  
FACEBOOK LIVE



**SPEAKER ANNOUNCEMENT!**



**VAN DO-REYNOSO**

WE LEAD.  
WE HEAL.  
WE TRANSFORM.

SATURDAY, JANUARY 23RD  
3:00-5:00  
FACEBOOK LIVE



**SPEAKER ANNOUNCEMENT!**



**VICKI CHEN BEN-YAACOV**

WE LEAD.  
WE HEAL.  
WE TRANSFORM.

SATURDAY, JANUARY 23RD  
3:00-5:00  
FACEBOOK LIVE





# CFW Town Halls and COVID-19

The County of Santa Barbara Commission for Women continued its free virtual Town Hall series modeled after its award-winning “Women Speak Up” forum. The goal of the series is to bring women from throughout the county together to share their experiences, knowledge and awareness of issues and challenges facing women during the pandemic and long after and offer expertise and solutions. The Town Hall series will continue into 2022.



**Commissioner Tracy Beard  
of the 5<sup>th</sup> District  
Secured PPE**

**Thousands of masks and  
personal PPE were  
distributed to business and  
non-profits in the county.**

**Women: Family  
and Work in  
the Time of  
COVID-19**



**Panel Discussion  
Moderated by The Hon. Susan  
Rose**

**Panelists:**

- **Kathy Odell, Chief Executive Officer of Women’s Economic Ventures**
- **Jamie Collins, Executive Director of Girls Inc. of Carpinteria**
- **Sharon Tepper, VP for People and Experience (HR) of Deckers Brands.**



# CFW and Virtual Town Hall Outreach

**WOMEN SPEAK UP!**  
**THE WORK CONTINUES: ENDING SEXUAL VIOLENCE IN OUR COMMUNITY**

The Santa Barbara County Commission for Women invites the community to listen to a conversation regarding the sexual assault intervention and advocacy movement in our county from the early years and struggles of the women's movement to where we are now. Are we beyond the #MeToo movement? What are the 'Bold Moves and Call to Action' that we need to take with the state, federal and local officials for legislative support?

**Joyce Howerton** - Former Mayor of the City of Lompoc and co-founder of North County Rape Crisis and Child Protection Center.

**Nancy G. Weiss** - Non-profit consultant and former staff member of Santa Barbara Rape Crisis Center (now STESA) and the Fund for Santa Barbara.

**Sandra Henriquez** - CEO of VALOR US, formerly California Coalition to End Sexual Assault and co-founder of RALIANCE.

Join us at Santa Barbara County's Commission for Women Facebook  
**April 28th, Noon to 1 pm**  
This is a pre-recorded event.  
Questions may be submitted to [Alison@nccrccps.org](mailto:Alison@nccrccps.org) by 4/20/2021  
Click on the link below  
[CFW Facebook Page](#)

## The Work Continues:

### Ending Sexual Assault in Our Community

Included Speakers Were: Sandra Henriquez, CEO of VALOR US (formerly California Coalition to End Sexual Assault); Joyce Howerton, former mayor of Lompoc and co-founder of the North County Rape Crisis and Child Protection Center; and Nancy G. Weiss, nonprofit consultant and former staff member at Santa Barbara Rape Crisis Center (now Standing Together to End Sexual Assault).



## Speak Up with Pride for LGBTQ+

Tuesday, June 1, 2021 | 5:30-6:30pm

The Santa Barbara County Commission for Women presents a panel moderated by youth activist, **Syd Abad**. Join us to learn how to be an ally of the LGBTQ+ community and learn about planned activities for Pride Month 2021!

### Panelists:

- **Kathy Abad**, Board Member & Parent Group Facilitator for Santa Barbara Transgender Network (SBTAN)
- **Kristin Flickinger**, Executive Director of Pacific Pride Foundation
- **Cindy Cruz**, Education Director, Planned Parenthood California Central Coast.
- **Georgia Noble**, Founder of PFLAG Santa Barbara
- **Alma Flores**, PFLAG Santa Barbara Board Member

### REGISTER HERE:

[https://us02web.zoom.us/webinar/register/WN\\_rEaQ4tJuQFWeM5kwG9bEgQ](https://us02web.zoom.us/webinar/register/WN_rEaQ4tJuQFWeM5kwG9bEgQ)



## Speak Up with Pride for LGBTQ+:

The event was moderated by Syd Abad, co-founder of Santa Barbara Transgender Advocacy Network (SBTAN). Scheduled speakers are: Georgia Noble, founder and board member Alma Flores, PFLAG Santa Barbara Kristin Flickinger, executive director, Pacific Pride Foundation Kathy Abad, board member, Santa Barbara Transgender Advocacy Network (SBTAN) Cindy Cruz, director of education, Planned Parenthood California Central Coast (PPCCC)



# Annual Service Awards - Honoring Women in Leadership

The recipients demonstrate their commitment and service to the Santa Barbara County 365 days of the year and the Commission takes pride in shining the spotlight on them. One organization or individual was honored from each of the five supervisorial districts.

### Meghann Torres, 1st District

Torres is a social worker and cofounder of Freedom 4 Youth, a local nonprofit which helps empower at-risk youth in the justice system through advocacy and mentorship.



Meghann Torres

### Simone Akila Ruskamp and Krystle Farmer Sieghart, 2nd District

Ruskamp and Sieghart co-founded Healing Justice Santa Barbara, a Black-centered organizing collective that aims to uplift all Black people. Both Ruskamp and Sieghart are grassroots advocates, and Ruskamp is also the cofounder of the annual Juneteenth SB event.



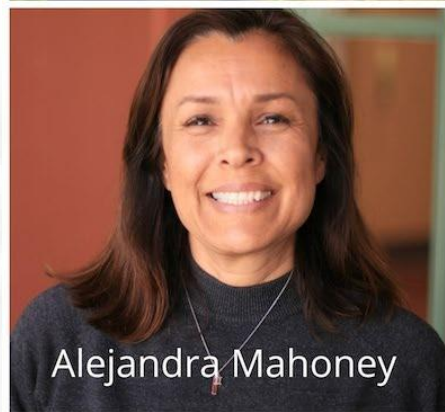
Krystle Farmer Sieghart



Simone Akila Ruskamp

### Alejandra Mahoney, 3rd District

Mahoney is the director of education for People's Self-Help Housing, an organization providing affordable housing, rental assistance, and other services to communities across Santa Barbara, San Luis Obispo, and Ventura.



Alejandra Mahoney



Rev. Mary Moreno-Richardson

### Lisa Brown, 4th District

Brown's daughter, Lexi, passed away from cancer in 2016, and Brown and her husband have made it their mission to carry on Lexi's legacy through the Project Lexi Brown Foundation, which offers support for other families going through childhood cancer just as the Browns did.

### Rev. Mary Moreno-Richardson, 5th District

Moreno-Richardson helps women recover from trauma through art in her work as the founder and director for the Guadalupe Art Project. She's been recognized by the United Nations for her work to end trafficking at the U.S.-Mexico border as director of the Resilience Program for migrant families of Tijuana.



# Collaboration and Outreach

## Pass The Mic NACW 2021 Achievement Award

The Commission remains committed to the distribution of the documentary Pass the Mic. We were honored at a recent national award recognizing the importance of this documentary. "Pass the Mic" is a recent 30-minute documentary that brings together local Santa Barbara high school students who share individual coming-of-age stories about navigating the challenges and uncertainties of adolescence, sexual identity, and other sexual health matters in a safe and secure space. Commissioners Beard and Everett also met with Congressman Carbajal about the ERA and to share news about the Achievement Award.





# Achievements and Awards for the CFW

**The Commission continues to have National, State and Locally recognized women leading in their communities to make a lasting change.**



**Arcelia Sencion**  
STESA  
Los Olivos

2021 Congressional Women of the Year

**Congressional Women of the Year Award Winner**

Arcelia Senci3n 3<sup>rd</sup> District Commissioner has worked in the nonprofit sector for over 25 years to better our community by addressing basic needs and the issues of abuse and trauma. She is currently the Associate Director of STESA in Santa Barbara

**Young Professional of the Year by the Santa Maria Chamber**

Ivette Peralta, 5<sup>th</sup> District Commissioner and Education Program Manager for Planned Parenthood California Central Coast, was recognized as the 2021 Young Professional of the Year by the Santa Maria Valley Chamber at their 2021 Annual Awards Gala.



**President of The Association of California Commissions for Women**

Margaret "Margs" Fitzwilliam 2<sup>nd</sup> District Elected as President of The Association of California Commissions for Women. Their objective is to develop a Statewide agenda on issues of concern to women within California and to ensure implementation of key policy and legislative changes that address these concerns and give California women the best quality of life possible



**National Association of Commissions for Women Representatives**

Anna Everett 2<sup>nd</sup> District & Elected to represent the 9<sup>th</sup> District Nationally.

Tracy Beard 5<sup>th</sup> District Serves as a representative as the Past Ca. President for ACCW

The National Association's Mission is to sustain, strengthen and advocate for women's commissions in their work to promote equality and justice for all women and girls and ensure they are represented and empowered in their communities.





# Collaboration and Outreach



## North County Women's March Planning Committee

Commissioners Ivette Peralta, Tracy Beard and Alison Wales participated in the planning of the North County Woman's March in January and the March for Reproductive Rights in September.



**MARCH FOR REPRODUCTIVE RIGHTS**

**WOMEN'S MARCH**  
- SANTA MARIA VALLEY -

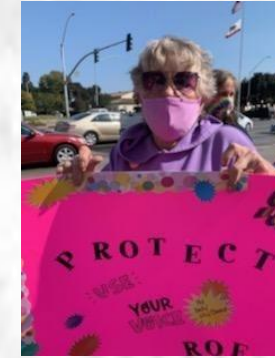
Planned Parenthood®  
Act. No matter what.

Planned Parenthood Central Coast Action Fund

**SANTA MARIA SATURDAY 10.02.21**

**1 PM SIGN MAKING**  
**2 PM RALLY**  
**2:30 PM MARCH**

**SANTA MARIA CITY HALL**  
**CORNER OF COOK & BROADWAY**





# Collaborations with Other Agencies - Oct 2019

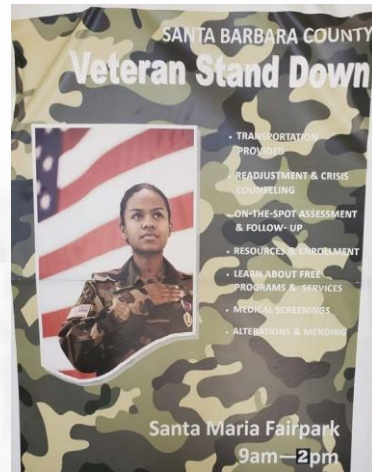
## Veterans' Stand Down Event, Santa Maria Fairgrounds, October 16<sup>th</sup> 2021

Organizer, Supervisor Steve Lavagnino, 5<sup>th</sup> District

- CFW Lead, Commissioner Tracy Beard, Ivette Peralta, Magdalena Serrano
  - Alison Wales, Abe Peck and Suzanne Peck.

### Thanking Veterans for Their Service:

For the past 10 years, the Veterans' Stand Down has been supported by the CFW to acknowledge and thank Santa Barbara County Vets for their sacrifices and service to our country. Commissioners secured needed products and services from companies and organizations. We were happy to make connections for resources for a homeless women Vet during the event. Several resource cards and N95 masks were taken from our table.





# Collaboration and Outreach

In accordance with the CFW Mission Statement we continue to promote events that seek equitable and equal status, and well-being of women and children. Below are just a few events and training opportunities that we have promoted or helped to sponsor.

**Madi's Treasure Box Coloring Party!**  
 Sat. July 10  
 11:30am-12:30 pm  
 Under the Solvang Library Sycamore Tree!  
 Help us decorate an epic banner to celebrate summer reading!

GoletaValleyLibrary.org

**JUNETEENTH SB**  
 18-19 DE JUNIO DE 2021  
 JUNETEENTHSB.ORG

MLK Jr. Committee of Santa Barbara & Gateway Educational Services Present

**UPLIFTING OUR YOUTH**

Town Hall Webinar on the state of education and African American Students in Santa Barbara County  
 Presentation by Gateway Educational Services, Invited Panelists Attending:

 Dr. Hilar Motenbach Superintendent Barbara, CA @hilarmotenbach	 Susan Betty Executive Director Orange, CA @susanbetty	 Luis Quiroga Superintendent Marina, CA @luisqui	 Michelle Robinson Assistant Director Paso, CA @michelle_r	 Dr. Susan Egan Executive, Special Education
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October 20  
 6 - 7:30 PM  
 Zoom Pre-Registration Required  
<https://bit.ly/3nbelff>

**AUGUST 3RD** REPRESENTS HOW FAR INTO THE YEAR  
**A BLACK WOMAN** MUST WORK IN ORDER TO MAKE THE SAME AS A **WHITE MAN** DID LAST YEAR

CENTER FOR THE ADVANCEMENT OF WOMEN AT MOUNT SAINT MARY'S UNIVERSITY

**Making HERstory. Join us!**

**THE REPORT ON THE STATUS OF WOMEN AND GIRLS IN CALIFORNIA™**  
 Women and the Pandemic: Impact, Resilience and Moving Forward

March 31, 2021  
 10 A.M. - 12 P.M. (PDT)  
 VIRTUAL & COMPLIMENTARY

REGISTER HERE

FOR MORE DETAILS AND COMPLETE LINEUP OF SPEAKERS VISIT [MMU.EDU/STATUSOFWOMEN](http://MMU.EDU/STATUSOFWOMEN)

SPONSORS

**Unity SYV**  
 Rally For Inclusion

Wear your mask Social Distancing

Sunday, October 18, 2020, 3-00PM  
 Solvang Park

**Celebrating HISPANIC HERITAGE MONTH** Oct. 15th

Live music, dance lessons, raffle, & games!  
**FRIDAY | OCTOBER 15 | 4-8PM**  
**SOLVANG PARK**

INCLUSION SYV  
 Learn More [adrianar@syvhp.org](mailto:adrianar@syvhp.org)  
 805.757.7167

PEOPLE HELPING PEOPLE  
**PHP**  
 CHANGING LIVES FOR THE BETTER

**Latina Equal Pay Day**  
 October 21, 2021

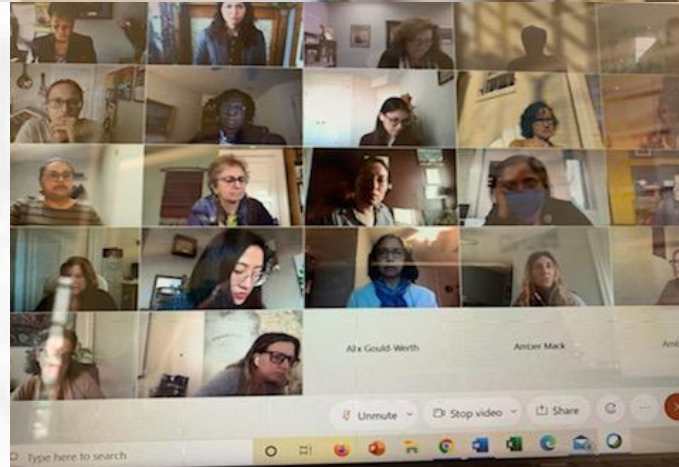
**Women don't compete with each other, they empower one another.**

WWW.WOMEN.CA.GOV



# Collaboration and Outreach

The CFW are tenacious and creative and will meet, organize, train and attend a training whenever possible during this social distancing year.





**1<sup>st</sup> District**



Stefanie M. Herrington  
Vice Chair



Charlotte Gullap-Moore



Judi Weisbart

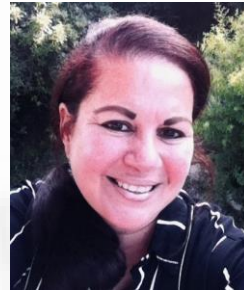
**2<sup>nd</sup> District**



Suzanne Peck



Anna Everett



Margaret "Margs"  
Fitzwilliam

**3<sup>rd</sup> District**



Arcelia Sencion



Magdalena Serrano



Karen Steinwachs

**Fourth District  
(Two Vacancies)**



Jennifer Baird



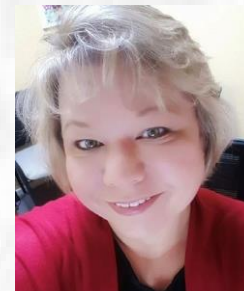
**5<sup>th</sup> District**



Tracy Beard



Ivette Peralta



Alison Wales,  
Chair

**Future Activities**

- *STILL need 2 Commissioners in the 4th District*
- Continue to focus on education about and distribution of Pass The Mic.
- Support CEDAW Gender Equity Guidelines
- Hold quarterly virtual 'Women Speak Up Forums' discussing current issues that are affecting our local communities.
- Work with local Governments to help organize and reach out to women to serve on local Commissions and Boards.
- Update website and social media platforms for better outreach and communication.
- Reach out to Women Veterans to see what additional help and resources are needed.
- Produce Video Service Award Ceremony

Thank you from your Commission For Women! Like us on **Facebook!**