Governor Terry E. Branstad
Lt. Governor Kim Reynolds
San Wong, Director

iowa commission on the status of women

MINUTES
Iowa Commission on the Status of Women
August 20, 2016
Iowa Community College Board of Trustees Building (west conference room)
855 E. Court Ave., Des Moines, IA

Commissioners present (in-person or by phone)
Phyllis Peters, chair
Sean Bagniewski
Tom Carnahan
Beth Coonan
David Gudenkauf
Rachelle Hunt Russian
Sherill Whisenand

Commissioners absent
None

DHR/ICSW staff
Kristen Corey, Program Planner, Office on the Status of Women
Monica Stone, Deputy Director, Iowa Department of Human Rights

Members of the public - present for all or part of the meeting
Becky Greenwald, Small Business Administration

Call to order
Called to order by chair, Phyllis Peters at 12:56 p.m.

Motion to approve agenda from August 20, 2016 and move the public comment time from 1:05 p.m. to later in the meeting, after the arrival of Becky Greenwald. who requested to speak during public comment section of meeting.
Carnahan made motion; Gudenkauf seconded.
Aye: all
Nay: none
Motion carried.

Motion to approve minutes from May 25, 2016:
Gudenkauf made motion; Coonan seconded.
Aye: all
Nay: none
Motion carried.

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Iowa Department of Human Rights update

Monica Stone gave an update from the Department. Stone mentioned that the Division of Community Advocacy and Services (CAS), the division which houses the Office on the Status of Women, is continuing to implement the CAS strategic plan. The CAS strategic plan focuses on four specific initiatives: 1) language and communication access, 2) civic engagement, 3) community connection, and 4) youth leadership.

Stone mentioned a few specific projects that are pilot projects in the civic engagement and youth leadership areas. Within the Asian and Pacific Islander population, there have been several new projects related to voter registration and civic engagement. The Office of Asian and Pacific Islander Affairs has also held a new Iowan youth program, focusing primarily on new refugee/immigrant families and exposing those youth to opportunities they may not otherwise have access to.

Stone also mentioned that Kristen Corey and Stone, as well as the Friends of the Iowa Commission on the Status of Women, have been active participants in the meetings of the Iowa Girls Justice Initiative. The primary focus of the Iowa Girls Justice Initiative is to focus on improving the off-ramps for girls in the deep end of the juvenile justice system. One of the questions the group has been struggling with is what does it take to serve the girls in the deep end of the justice system since the Iowa Juvenile Home has closed in Toledo. Stone stated that there has been a robust discussion on what can be done to prevent girls from getting into the deep end of the justice system. Stone mentioned that some of the things that the division of Community Advocacy and Services could do could include working on prevention measures.

Commissioner Gudenkauf asked if we received feedback on any of the meetings the group has had to this point in time.

Stone answered that the Division of Criminal and Juvenile Justice Planning (CJJP) has been doing evaluations throughout the process and has been bringing different service providers into the discussion and will include the commissioners in the discussion and exchange of information.

Office on the Status of Women update

Kristen Corey gave an update from the Office on the Status of Women since the last time the Commission met in person in March. Corey stated that she is now leading the CAS Communications and Outreach team and went over some of the progress this team has made since the Commission meeting in March. She mentioned the following accomplishments:

- Implementation of GovDelivery, which is a new listserv technology for the Department that allows the Department to track who it reaches electronically and how the public engages with the Department.
- Implementation of the DHR Youth Programs Facebook page (with the end goal of setting up an office Facebook page for each office within the CAS division within the next several months).
- Development of a communications plan for the CAS division for the next several years, which includes setting up measures to track engagement and outreach.

Corey also mentioned she is on the Civic and Community Engagement team and is also helping with several new youth initiatives in the Department, such as the Youth Empowerment Program, which recently took place on July 29th.

Corey also outlined the following related to her work for the Office on the Status of Women:

- Developed and distributed a commissioner manual to all commissioners on the Iowa Commission on the Status of Women.
- Worked with commissioners and members of the Friends of the Iowa Commission on the Status of Women to plan the 2016 Iowa Women's Hall of Fame ceremony.

Corey added that she was able to attend the National Association of Commissions for Women conference, which took place in late July 2016. Corey thanked the Friends of the Iowa Commission on the Status of Women for sending her to this conference. Corey mentioned that she was able to be there to accept a 2016 Achievement Award on behalf of the office and the Commission for the Build a Brighter Future series that Corey collaboratively worked on with the American Association of University Women (AAUW) and the U.S. Department of Labor's Women's Bureau.

Public Comment

Becky Greenwald, Region VII Advocate for the Office of Advocacy within the Small Business Administration, commented that she was pleased to attend the Commission meeting and to attend the Iowa Women's Hall of Fame ceremony and reception. Greenwald explained the nature of her work within the Office of Advocacy, which produces twenty-five different research reports every year related to underrepresented populations (including women) and small business.

Greenwald also informed the Commission that since 2012, there has been a change in the way data is collected for small business. Those changes influence the way the data has looked in reports released at various times. Greenwald added that it is impossible to confidently take the data collected and project from 2012 forward because there have been so many administrative changes in the way business-related data has been collected and used.

Commissioner Carnahan added that in the past, the Commission and others had done research into women-owned businesses in Iowa and mentioned that Iowa ranks anywhere from 48 to 50th when compared to other states. Carnahan asked if that was no longer true because of the way the data collection has changed.

Greenwald answered that the way the data has been collected has changed and trying to project future trends when we do not have many data points will not get us accurate data.

Friends of the Iowa Commission on the Status of Women (ICSW) update

Karla Fultz McHenry, Friends of the ICSW President, gave an update for the Friends of the ICSW. Fultz McHenry mentioned that the Friends of the ICSW has been serving as the grantee for the Iowa Girls Justice Initiative, which Friends of the ICSW board members and Department of Human Rights staff members have been involved with. The focus of this initiative is to develop a system to help eliminate some of the barriers faced by young women in the deep end of the juvenile justice system face. The people working with the grant believe it is critical to support these women.

Fultz McHenry also mentioned that the Friends of the ICSW has been going through a rebuilding process. The group has had a number of people go on and off of the Friends of the ICSW board for different reasons. Fultz McHenry became the president one year ago and has been trying to rebuild the group. She mentioned the group had added two new members to the board – Alexis Nicholson and Dr. Amy Getty, who will be focusing primarily on the Friends' marketing and social media. Fultz McHenry mentioned that the Friends of the ICSW recently held the group's annual Women You Know, Women You Want to Meet networking event and added that it was one of the most successful events the Friends of the ICSW have had in a long time. The networking event attracted over 110 women from around the Des Moines metro area, including women legislators.

Fultz McHenry added that the Friends of the ICSW is also talking about how the group can extend some of the work it is doing into the CAS division and mentioned that the group needs to focus its' talent where it can. Fultz McHenry mentioned that the Friends of the ICSW is currently talking with the Iowa Department of Human Rights about how to make the Talent Bank database more user-friendly for the general public and for cities and counties.

Fultz McHenry stated that the Friends of the ICSW will be doing strategic planning in September or October and that she appreciates the Commission's support in helping the group help the Commission.

Peters added that with the Friends of the ICSW, the Commission, and the Department, all of the pieces fit together. The Friends of the ICSW can do fund-raising to do things the Department cannot.

Iowa Women's Hall of Fame Committee discussion: Debrief and critique of 2016 ceremony and reception

Commissioner Rachelle Hunt Russian, Chair of the 2016 Iowa Women's Hall of Fame selection committee, thanked the commissioners and the 2016 selection committee for their work leading up to the Iowa Women's Hall of Fame. Hunt Russian asked commissioners Whisenand and Gudenkauf for their feedback related to the Iowa Women's Hall of Fame and the selection process.

Commissioner Whisenand mentioned that she felt the process of selection this year went smoothly. Whisenand thanked commissioner Hunt Russian for her leadership on the committee. She added that she enjoyed serving on the committee and appreciated that the Commission received nominations for women from throughout the state. Whisenand mentioned that the Commission needs to do some outreach in the northwest section of the state because we currently have few nominations for women from that section of the state. Whisenand added that she heard incredible feedback from people about the Friends of the ICSW deciding to have a reception instead of a lunch this year.

Commissioner Gudenkauf also thanked commissioner Hunt Russian for her leadership and organization on the 2016 Iowa Women's Hall of Fame selection committee. Gudenkauf added that he received the same feedback as commissioner Whisenand received about the reception vs. the luncheon. He liked that people were able to move around and talk to each other instead of sitting at reserved tables in a luncheon setting. Gudenkauf added that he thinks it is a great idea to do the reception again instead of a luncheon.

Commissioner Hunt Russian opened the conversation up to the rest of the Commission.

Several commissioners commented:

- Commissioner Bagniewski added that there were more people than he thought would be there on a Saturday morning.
- Commissioner Whisenand added that she was glad to see press at the event.
- Commissioner Coonan stated that it was nice to provide a reception as opposed to arranging an additional event for honorees and their friends and families. She added that it would be a natural decision to use this as the playbook for future years.
- Commissioner Carnahan added that he liked having the momentum from the awards presentation moving into the reception, as opposed to stifling the excitement by rushing from one place to another.

- Commissioner Whisenand added that she received a comment from an audience member who liked the fact that the commissioners read long biographies and did a personal tribute to the honorees as opposed to having the honorees do tributes to themselves through their speeches.
- Commissioner Hunt Russian added that it was nice to start earlier in the day so that people have the rest of their day to spend with friends and family.

Monica Stone added that she liked the opportunity to display materials from the honorees' lives. She stated that it gave her a sense of what things were important to each of the honorees. Stone thanked Corey for making that change to the reception this year.

Fultz McHenry mentioned that Friends board member Emily Williams-Bouska was in charge of fundraising for the Hall of Fame reception and did a phenomenal job, along with Gail Kotval's organization and help for the reception. She thanked Peters for taking care of the flowers for the reception and Mediacom for their in-kind donation.

Motion to send a recommendation to the Friends of the ICSW from the Commission to follow the same reception format next year after the 2017 Iowa Women's Hall of Fame.

Gudenkauf made motion; Carnahan seconded motion.
Aye: all
No: none
Motion carried.

Iowa Women's Hall of Fame Solutions Council task group report and discussion

Chair Peters mentioned that commissioners Whisenand and Gudenkauf volunteered during the Commission's conference call in May to serve on a committee to review the proposal written by Monica Stone regarding the Iowa Women's Hall of Fame Solutions Council.

Monica Stone gave an update on the proposal she drafted and some of the background on how the idea for an Iowa Women's Hall of Fame Solutions Council came about. During the Women You Know, Women You Want to Meet networking event that the Friends of the ICSW hosted in March 2016, Representative Nancy Dunkel (a Women's Hall of Fame member) and Monica Stone talked about involving the Iowa Women's Hall of Fame members more in the work that the Department does. Representative Dunkel approached Stone with the idea of a Solutions Council.

Stone went over the proposal she submitted to commissioners Whisenand, Gudenkauf, and Peters before the August 20th Commission meeting. Stone summarized that the Iowa Women's Hall of Fame Solutions Council was meant to be Department-wide, in

that the members of the Iowa Women's Hall of Fame would be approached to serve as part of the Solutions Council that would address issues related to not only women, but to all of the populations the Department serves. Stone added that during the conference call prior to the August 20th Commission meeting, the task group talked about what resources the Department would need to make the Solutions Council happen. Stone mentioned that the Department's commitment to the Solutions Council is pretty firm, and that the Department sees this as an opportunity to engage communities within our Department. She added that Director San Wong has asked Stone to staff the Iowa Women's Hall of Fame Solutions Council. Stone mentioned that Chair Peters suggested the idea of holding a convocation with Women's Hall of Fame members to narrow in on the issue the Solutions Council would focus on each year. Stone added that she promised the task group that she would put together a timeline for making the Solutions Council work.

Whisenand stated that this would be a big initiative if the Commission and the Department decided to go ahead with the Solutions Council.

Gudenkauf mentioned that he introduced the idea out to a couple of members of the Iowa Women's Hall of Fame at the ceremony earlier that day. He stated he received positive feedback from the members of the Hall of Fame he spoke to.

Peters asked what would be the make-up of the group moving forward. Commissioners Whisenand and Gudenkauf agreed to continue to work on the Solutions Council task group and Monica Stone stated that she would be the staff from the Department, with the help of staff from the CAS division.

Coonan asked for clarification on whether the focus of the Solutions Council would be human rights-focused or women-focused.

Stone clarified that she started with ICSW commissioners because it involves members of the Iowa Women's Hall of Fame, but added that the focus is meant to be human rights related.

Peters added that Stone was trying to tap into the Iowa Women's Hall of Fame members and get them involved, and mentioned that Stone's proposal includes several different levels of involvement that members could opt into.

Coonan asked if the purpose is broad, should it just be the ICSW that is leading this cause.

Stone added that part of the reason she started with the ICSW is because of the Iowa Women's Hall of Fame and the historical experience the ICSW has had in getting things done.

Whisenand added that she wants to be certain that the Department has the resources and staff to do this.

Stone added that by Aug. 26th she would have a plan to the task group about what the convocation and the buy-in from Hall of Fame members could look like, as well as providing a high-level Gantt chart (timeline)/proposal of what it might take to make this happen. She added that if the Commission is comfortable with what she provides, then it would be time to bring in others.

Commissioners Whisenand, Gudenkauf and Peters discussed getting together before the next meeting in October/November and coming to the next Commission meeting with a plan for the Iowa Women's Hall of Fame Solutions Council.

Peters added that the Iowa Women's Hall of Fame Solutions Council is a working title and could be changed, if needed.

Iowa Women of Achievement Bridge – status update

Peters stated that when Stone originally put the proposal for the Iowa Women's Hall of Fame Solutions Council together, she included the Iowa Women of Achievement Bridge in the proposal. Peters proposed that Stone remove the Iowa Women's of Achievement Bridge from the Iowa Women's Hall of Fame Solutions Council proposal for now.

Peters gave a summary of the status of the work on the Iowa Women of Achievement Bridge. On Sunday, July 25th, the Des Moines Register watchdog columnist, Lee Rood, wrote an article about what was happening with the bridge and Peters was asked about the Commission's potential involvement in the bridge. Peters gave the background on the Iowa Women of Achievement Bridge, adding that the bridge was a gift from Principal Financial Group to the city of Des Moines. The original Iowa Women of Achievement Bridge selection committee convened in 2013 and was not connected to the Commission or to Friends of the ICSW. The four women with names on the bridge are deceased, and three of the four women are in the Iowa Women's Hall of Fame. The difference between the women in the Iowa Women's Hall of Fame and the women with names on the bridge is that the selection for the Iowa Women's Hall of Fame is designed for women who have lifted the tide for women in the state, nation, and/or the world, whereas the women honored on the bridge would be recognized for achievements and impact that could be broader than if measuring the impact on women and girls.

The committee working on the bridge approached the Iowa Commission on the Status of Women about taking over the nomination process for the bridge because of the bipartisan nature and objectivity of the Commission. Further, the committee wanted to

make sure the nomination process for bridge recognition would be a sustained initiative and would have a statewide focus in seeking nominations.

Peters added that the price quoted for the existing plaques was $2500/inscription (around $10,000/year). Peters explained that in all conversations with executives from the Prinicipal Financial Group and members of the original WOA Brdige Committee, references were made to various entities who would be asked to be responsible for all expenses to produce new plaques and engravings, as well as ongoing maintenance for the recognition area of the bridge. It was always clear that the Commission, as a state entity, could not be responsible for those costs.

Peters presented a proposal to the Commission about possible involvement of the Commission with the Iowa WOA Bridge. She asked if the Commission should form a committee to discuss the proposal further.

Commissioners Whisenand, Coonan and Carnahan asked if the Commission were to get involved with the Iowa Women of Achievement Bridge who would physically take care of the maintenance for the bridge. Whisenand asked if it is conceivable that the Commission could just take a portion of the bridge, such as just taking over the nomination and selection process.

Peters re-itereated that during past conversations with the bridge organizers, the VP from the Principal said her company or its foundation was looking for an entity to take over the physical aspects of the bridge entirely. Bridge organizers sought out the Commission as the entity that would take ongoing responsibility for the statewide nomination and selection process, as well as some responsibilities related to visibility and plaque unveiling events. Peters mentioned that there are current conversations between the city, the downtown partnership, and other entities to address issues of maintenance for the whole of the Riverwalk. Peters asked if the Commission should create a Hall of Fame legacy committee consisting of a few commissioners, a few Hall of Fame members and members of the general public.

Carnahan expressed concern that this would water down the Iowa Women's Hall of Fame and suggested that the proposal from the Commission should say something to the effect that the Commission will make recommendations through the Hall of Fame committee.

Hunt Russian suggested that commissioners should not serve on the Hall of Fame committee and the Women of Achievement bridge committee in the same year, and added that different people should serve on both committees.

Carnahan asked if the current bridge committee still wants the women on the bridge to be women who are deceased.

Peters answered that the original committee believed that recognition of deceased women would remove potential political influences from the nomination process. Peters asked if the Commission would like to form an ad hoc group to get together to be a legacy committee.

Further discussion on the formation of an ad hoc committee was moved to a later date after the Commission learns more about the funding for the bridge.

Overview of budget, resources, duties with respect to the strategic plans of the Division of Community Advocacy & Services and the Office on the Status of Women

Monica Stone gave an overview of the current budget and duties of CAS division staff related to the CAS strategic plan for the Commission. She added that she wanted to give this to commissioners (from all commissions) to give the commissioners an idea of what staff are doing and spending their time on.

Stone stated that when the division is allocated funds from the state legislature, it is allocated to the division as a whole. She added that within the CAS division, the division sets up an internal budget on where those funds are spent. She explained that the majority of the funding goes to support CAS division staff with little money left for travel (including commissioner travel) and programming. Stone added since 2010, the division budget has been unchanged, and each year the costs to employ people and to pay basic operating expenses has gone up. She added that over the last two years, costs to employ staff have risen by approximately 30%.

Hunt Russian thanked Stone for her explanation of the budget, but added that it would be helpful to see the lower level parts of the budget and not just the high-level overview. She stated she has been involved over several years with the Commission, but still does not understand what was allocated to whom and what and how the money was spent. She added that it would be helpful to get the entire breakdown of the budget.

Stone added that the Iowa Department of Human Rights Board does get a detailed budget, and she offered to share it with commissioners. She stated that for programming, travel, and miscellaneous, every office is allocated between $3,000 and $5,000 each year, but that barely covers basic costs.

Creation of commissioner-led subcommittees to fulfill goals of the Commission's strategic plan

Kristen Corey gave commissioners an outline of a draft proposal for two different commissioner-led subcommittees that existed in the past and could exist again – a legislative committee and an Iowa Women's Hall of Fame committee.

Peters asked commissioner Carnahan to talk about the history of the Commission related the commissioner-led subcommittees.

Carnahan stated that during earlier years on the Commission, the Commission had a working legislative committee to decide what issues to advocate for. He added that the Commission also used to see a budget specifically for the Office on the Status of Women of over $350,000. Carnahan stated that the legislative committee would meet and then put forth recommendations at the fall commission meeting. The Commission would vote on the recommendations and then from there commissioners and the Executive Director would go on and advocate at the legislature. Carnahan added that during that time, the Commission also had active ex-officio legislators. The legislators would sit in on the Commission meetings and put forth legislation.

Peters added that in the State of Iowa Code, commissioners have the ability to advocate for women's issues with the legislature. She asked if the Commission would like to have a policy committee that works on some of these issues.

Hunt Russian asked if the Commission was still planning to follow the guidance that had been given to the Commission previously with regard to the Commission's strategic plan that included each commissioner being assigned to a specific topic area, such as mental health awareness. She added that she had a vision for how the Commission could raise awareness about mental health and asked if commissioners would be on board to show up at the NAMI walk on September 24th to build partnerships and let others know the Commission is supportive of mental health initiatives.

Peters suggested commissioners think about how to approach the work of the Commission to make good use of each person's time and pick specific areas of interest.

Bagniewski suggested it would be helpful to have two or three pieces of legislation that the Commission is advocating for. He stated that when he came onto this board he had asked several groups that he worked with what they expected from this Commission. One of the suggestions from groups he has talked to was to look into untested rape kits. One of the other ideas suggested was talking to corporations over a certain size about the wage gap.

Peters asked if there would be commissioners willing to be part of a public policy or legislative committee. Commissioners Bagniewski, Carnahan and Peters volunteered (Peters temporarily volunteered).

Peters added that the committee does not have the ability to act on behalf of the Commission without the okay from the Commission. She added that the committee will put together a plan of legislative action and present it at the next Commission meeting.

Peters asked if there were commissioners willing to be part of Hall of Fame Solutions Council (new, and distinct from the HOF selection committee). Commissioners Whisenand and Gudenkauf volunteered.

Discussion on the election of officers for the Iowa Commission on the Status of Women

Peters talked to the Commission about the possibility of electing a Vice-Chair to serve under the Chair for the Commission. She added that she asked commissioner Coonan if she would be interested in the Vice-Chair position before she left the meeting (commissioner Coonan left the meeting at 2:38 p.m.) and Coonan had suggested that she would be interested.

Motion to nomination commissioner Beth Coonan to be the Vice-Chair of the Commission and keep the current Chair in place, based on commissioner Coonan's agreement to be Vice-Chair.

Gudenkauf made motion; Carnahan seconded motion.
Aye: all
No: none
Motion carried.

Set 2016-2017 meeting dates

Peters asked commissioners to set a tentative meeting schedule for the year. The Commission discussed and agreed to the following tentative schedule. Corey agreed to send out a poll to narrow down available dates.

- October: first week – 2nd through 8th were dates discussed, but may need to move later into October due to scheduling conflicts.
- January: second week (8th through 14th) – phone meeting to initiate legislative action (by phone).
- February 23rd: Iowa Department of Human Rights legislative breakfast.
    - Commissioners discussed and Gudenkauf suggested that the Commission could meet the day before the event and go up on the Hill in person.
    - Meeting in February is dependent on the legislative committee and what legislative action the Commission decides to take.
- Late May (by phone) to ratify the HOF selections.

The Commission discussed and by consensus agreed to Saturday, August 26th (Women's Equality Day) as the date for the 2017 Iowa Women's Hall of Fame.

Adjournment

Bagniewski made a motion to adjourn. Gudenkauf seconded the motion.
Ayes: all

Nay: none
Motion carried.
Meeting adjourned at 3:57 p.m.

Respectfully submitted:

Phyllis Peters, Chair

Kristen Corey, Program Planner