



COUNTY OF SAN MATEO

LGBTQ COMMISSION

Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Commission

MEETING Minutes

Thursday, July 2, 2020

5:00 PM - 6:00 PM

1. **Call to Order & Land Acknowledgement (Ohlone land)** 5:00pm
2. **Roll Call** 5:01pm
Attendance: Krystle Cansino, Lelan Anders, Rebecca Carabez, Dana Johnson, Craig Wiesner, Giuliana Garcia, Rev Terri Echelbarger, Linda Wolin
Absent: Carmen O'Shea, Steve Disselhorst
3. **Public Comment** is an opportunity for members of the public to address the Commission on any topic that is not on the agenda. If your subject is not on the agenda, the Chair will recognize you at this time. Speakers are customarily limited to two minutes.
 - Christopher Sturken
4. **Approval & Adoption of Agenda** (action) 5:05pm
 - Motion to approve by Craig Wiesner; seconded by Dana Johnson. Approved by acclamation.
5. **Review of Submitted Written Feedback by City** (update) 5:06pm
 - Giuliana Garcia and Lelan Anders review Purpose of Debrief and Goals for Visibility Campaign:
 - i. Pride flag raised across the county
 - ii. Proclamations issued across the County of San Mateo
 - iii. Encourage visibility beyond city government
 - iv. 100% success rate with all 20 cities participating in some way to recognize Pride
 - v. In 2019, only 8 cities raised flag or issued a proclamation.
 - vi. In 2020, 14 cities raised flag and 20 cities issued proclamations.
 - Key Learnings:
 - i. Great materials to start with
 - ii. Many cities were immediately and positively responsive
 - iii. Well organized flag raising ceremonies
 - iv. County BOS a big plus (including county flag raising & proclamation)
 - v. Good media coverage: Bay Area Reporter
 - vi. Group effort was HUGE. Commission working together impacted the 100% success.
 - What Could be Improved:
 - i. When there was no response, Linda helped to reach out. The key learning is that personal relationships help bridge the communication gap.
 - ii. **Greater impact when attending a city council meeting & making public comment**

- iii. Greater impact when working with community individuals/groups in each city
- iv. Consider helping with a city flag policy and cities needed to help with coordination of a flag ceremony
- v. In invitation, ask cities to raise flag and do a proclamation and encourage more visibility across their cities.

6. **Suggestions for 2021, aka County Covered in Rainbow** (discussion) 5:40pm

- All Cities: proclamations and flags
 - o County and city library branches want to be involved.
 - o Involve senior centers, community centers, health centers, city groups that need identified and invited to help with each city.
 - o Invite other County Campuses to fly flag (Youth Services Center, SMC med. center, etc.)
- Collaborations with business districts
 - o Local businesses and corporations have interest in getting involved. Gilead employee interest group wanted to get involved.
- Collaborations with school districts
 - o Approach schools starting in March to start flying flags
 - o Approach federal offices: post offices, federal buildings
- Purchase the progressive flag for 2020 (including the black, brown and transgender stripes/symbols). Cities will need educated on the updated flags.
- Create Educational Campaign on progressive flag and on Pride in general.
- Asking businesses, schools, and other community groups to fly the flag may help influence cities to fly a flag (Atherton, Hillsborough, Woodside, Portola Valley).
- Pride Resource page on the website where people can source out the materials. Post on social media.
- Communication Plan: talking points, hooks, virtual promotion, ppt, press release template; Creation of an Ad Hoc group to create marketing/communication materials. Info for audience and tools for commissioners.
- Increase involvement with San Mateo County Pride Center, Pride Initiative, CoastPride, Outlet
- Printed and framed Proclamations need to be given to groups in each city to display.

****THANK YOU VISIBILITY GROUP FOR LEADING THIS PROJECT!!!****

7. **Adjournment**

Public records that relate to any item on the open session agenda for a regular or special meeting of the LGBTQ Commission are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to members of the Commission. Those public records are available for public inspection at the Human Resources Department located at 455 County Center, 5th floor, Redwood City, CA 94063 by appointment. The public records may also be transmitted electronically by emailing tbeat@smcgov.org or calling 650-363-4467.

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