

**North Carolina Council for Women Board Meeting**  
**October 11, 2013 Minutes**  
**Headquarters Building – Division of Environment & Natural Resources**  
**217 W. Jones Street, 5<sup>th</sup> Floor Conference Room, Raleigh, NC**

**Commission Member Attendees:** Laura Riddick, Chairwoman, Monica Awastshi , Dena Barnes , Ann Gerhardt , Jane Martin, Muriel Offerman, Amy Tiemann, Valerie Procopio, Joyce Krawiec,, Kirby Tyson and Debbie West.

**Absent Members:** Valerie Johnson, Pd.D., Margaret Bizzell, Michelle Gooding, and Linda Weiner

**NC Council for Women Staff:** Tara Minter, Mary Williams-Stover and Gale McKoy Wilkins.

**Volunteers:** Anita Bennett and Gwen Moragne.

**A. Opening/Welcome** – Laura Riddick, Chairperson

Laura opened the meeting and invited members to introduce themselves, their interests, and their key areas of involvement and skills. Laura shared her background and goals with the committee. She is currently serving her fifth term with the Register of Deeds.

**B. Approval of Minutes** – Laura Riddick, and Ann Gerhardt moved to accept the minutes as written for the March 1, 2013 meeting, and was seconded by Debbie West. The motion was accepted as written and passed unanimously.

**C. Swearing In – New Members** – Laura Riddick

Laura introduced Justice Newby who administered the oath to the new members, Monica Awastshi, Dena Barnes, Joyce Krawiec, Valarie Procopio, Laura Riddick, Debbie West and Kirby Tyson. A photo was also taken for use in public relations.

**D. Council for Women Mission Statement** – Gale McKoy Wilkins

Gale provided an overview of the Council for Women’s key projects. She recognized the former chairperson, Jenny Ward, and thanked her for serving. Gale reviewed the mission of the Council. The CFW continues to promote and share results of the N.C. Status of Women Report. Staff recently presented the Status of Women report during the Business and Professional Women’s Roundtable held at Duke Energy in Charlotte. Ann Gerhardt encouraged members of the council to review the report. She indicated the importance of utilizing the study while it is still newly published and we are now in the second year post-publication. Members discussed strategies for using the research to educate legislators.

**E. Member Roles and Responsibilities** – Laura Riddick

Laura indicted today’s meeting was primarily an orientation. Every member is encouraged to choose a sub-committee and get involved.

- Members discussed strategies for increasing the visibility of the Council;
  1. Contacting our legislators and identifying a champion for CFW (Deborah Conrad).
  2. Establishing a personal connection – send a letter.
  3. Show the face of the grant programs.
  4. Adding the mission statement to the Council signature email: “The Council for Women is the state’s leading voice on key issues impacting the lives of women”.
  5. Using social media including: Twitter, Facebook and create NC CFW’s own Facebook page.

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6. Send pictures taken today to CFW board members and create a press release on the new members.
- Members discussed the Displaced Homemaker program, its impact, results, and some ideas for advocating for programs. Senate Bill 664 was introduced by Senator Bill Cook, Senator Ronald Rabin and Senator Brent Jackson last year to cut funding for the Council for Women program grants to Displaced Homemakers. Services provide job training, education stipends, health education and case management for women in transition who were dependent on others for their source of income. Program funding was eliminated from the general budget effective FY 2014. Recommendations for educating decision makers included the following:
  1. Create and distribute an Annual Report on DH Best Practices, economic impact and key statistics.
  2. Rename program to show its relevance.
  3. Highlight Partnerships.
  4. Look at Governor McCrory's goals and align program.
  5. Connect DH to Domestic Violence programs and seek funding.
  6. Send letter to General Assembly about Displaced Homemaker successful projects.
  7. "Friend" your legislators on Facebook.
  8. Council members Jane Martin and Valerie Procopio volunteered to develop a new name to help brand the Displaced Homemaker Program.

**F. Calendar Dates for 2014/Current Grants Programs – Gale Wilkins**

Gale reviewed the contents of the member's orientation notebooks. She highlighted the list of current grant programs and encouraged members to visit our website. Members recommended requiring grant recipients to add the CFW's logo to their letterhead, brochures, etc., to promote the partnership. CFW could distribute its logo as a PDF to agency grants contacts. Also in the future CFW should identify talking points, 8-10 key statistics or facts for council member to use as they help broaden awareness, pairing this up with success stories and sending it to the media. Also, write letters to the editor.

**G. Discussion of Goals for 2013-14 – Working Lunch**

- Ms. Wilkins announced the upcoming event – Release of the Status of Women in NC Report – Eastern Region Briefing Paper - in Greenville, NC on Nov 1, 2013. Recommendations for expanding relevance of the briefing report were shared and included:
  1. Creating impact statements.
  2. Localize statistics and put a face on them.
  3. Target chairpersons of the General Assembly committees.
- Council members encourage CFW to expand the audience of the event by using social media and live streaming from the CFW website. The CFW staff was also encouraged to distribute the briefing paper to General Assembly members in the Eastern Region. The goal is to build broad ownership of the success for the report's release.

**CLOSING REMARKS/MEETING ADJOURNED**

Gale encouraged members to email any ideas, topics or recommendations for future meetings to her and thanked everyone for their attendance and support. The meeting adjourned at 1:00 p.m.

Recorded by: Carmella Leach