

**COMMITTEE ON THE STATUS OF WOMEN**  
**KALANA O MAUI, 9<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**TUESDAY, OCTOBER 18, 2011**  
**MINUTES**

**I. Call to order and establishment of quorum**

Chair Potopowitz called the meeting to order at 12:03 p.m.

Present: Chair Barbara Potopowitz, Debra Cabebe, Dennyse Grace,  
Suzanne Hobbs, Susan "Netra" Halperin,  
and Carol Reimann.

Ex-Officio: Maria Ornellas and Leslie Wilkins, excused

Staff: Mercedes Neri, Mayor's Executive Assistant  
Gary Murai, Deputy Corporation Counsel  
Colleen Chang, Administrative Assistant

**II. Public Testimony**

There was no public testimony.

**III. New Business**

There was no discussion under this agenda item.

**IV. Approve Minutes from the July 19, 2011 Meeting**

Chair Potopowitz made an amendment to the Agenda stating a typographical error in the July 19, 2011 date of the meeting minutes which should have been September 13, 2011 meeting minutes. Commissioner Grace made the motion to amend the Agenda to amend the meeting minutes from 7/19/11 to 9/13/11 and was seconded by Commissioner Hobbs.

Commissioner Cabebe made the motion to approve the minutes of September 13, 2011 meeting and Commissioner Grace seconded the motion. The minutes were approved by the Committee.

**V. Review and Discuss Correspondence Received**

**\*2011 National Business & Professional Women's Week Invitation**

Chair Potopowitz asked the committee if anyone was interested in attending the National Business & Professional Women's Week celebration on Thursday, October 20, 2011 to be held at Café O'Lei in Wailuku from 5:30 pm – 8:00 pm.

Due to other commitments, only Chair Potopowitz will attend.

**VI. Report from State Commission on the Status of Women Representative Leslie Wilkins**

Commissioner Leslie Wilkins was unable to attend due to another commitment.

Chair Potopowitz informed the Committee that she spoke to Sharon Ferguson-Quick, Executive Director for the Hawaii State Commission on the Status of Women and was informed that there were twelve (12) applicants for the Executive Director's position. Interviews were conducted last Saturday. The State Commission extended the Executive Director's term until the end of October.

Ms. Ferguson-Quick approved the funding for the re-printing of the Women's Resource Guides and Stress Less cards since our supply was low. She also approved \$1,000 for our survey project.

**VII. Discussion Items:**

**A. Governor's International Women's Leadership Conference 2011**

Commissioner Potopowitz shared her experience she had escorting the four (4) students to the conference; Kyra Vila and Donna Paz, Maui High School; Michelle Rabara, St. Anthony High School; and Cheyenne Pico, Hana High School. It was fun and interesting listening to these students'

conversations. They arrived at the conference later than expected due to traffic and the student breakfast had already started when they arrived. Seating was limited and the students were not able to all sit together at this breakfast. The students were inspired by the speakers. Chair Potopowitz felt the Maui group was a little lost because of the large attendance of Oahu participants. They were not assigned to a particular table as 99% of the participants were so they needed to find table and had random seating.

Commissioner Cabebe asked if a thank you letter would be sent to the Mayor. Chair Potopowitz will be handling it. Commissioner Grace was hoping each student would give a report to the Committee in regards to their thoughts and experience they encountered at the conference. Chair Potopowitz mentioned it to the students but they were unable to attend this meeting. She will follow up with the students.

Chair Potopowitz suggested we look into a mini conference tied to this larger conference on Maui next year. Commissioner Grace volunteered to spearhead this since she was interested in doing this on Maui and also has the ability, knowledge, and prior experience. She will speak to the conference organizers and get their feedback and report back to the Committee at our next meeting.

## **B. Review and Discussion of Committee mission and yearly plan**

### **\*County of Maui's Web Services Presentation by Ross Izumigawa**

Mr. Ross Izumigawa of the County's MIS Division gave an overview of what type of services his division provides. After the overview and very informative presentation, the MIS Division would be able to work with the Committee and create our survey for us at no charge. Lead time required is two (2) weeks after the proof is finalized by the Committee. They would be able to help in the design of the survey and will assist and oversee the Committee.

It was suggested that we do a press release for the survey and that will also feed the information into Facebook and Twitter also. Mayor's Information Office oversees the County's Facebook and Twitter accounts.

Commissioner Halperin asked Ross what the number of viewers on the County Website was. He estimated in a week's time 25,000 – 26,000 viewers in general.

Ross' contact information: phone: 270-7842, email [ross.izumigawa@co.maui.hi.us](mailto:ross.izumigawa@co.maui.hi.us) or [webmanager@mauicounty.gov](mailto:webmanager@mauicounty.gov)

**\*Report from Survey Questions & Survey Distribution Sub-Committees**

The Survey Sub-Committee did not have their questions available. Commissioner Grace has been asking around to get a feel of what questions would be beneficial and helpful to all women. They will submit the survey questions for the Committee to review in the next two weeks and it will be discussed at our next meeting.

The Distribution Sub-Committee presented a handout listing ways of distribution for the Committee to review. Chair Potopowitz asked the Committee to review the hand-out and be prepared for discussion at our next meeting. Chair Potopowitz asked Commissioner Reimann to obtain estimates for the cost of the survey *i.e. printing, materials, labor, etc.*

**C. Reprinting of Resource Guides and Stress Less Cards**

The Committee agreed to re-print 3,000 Resource Guides and 2,000 Stress Less Cards with minimal corrections through Ace Printing Company.

Commissioner Grace made a motion to re-print the Resource Guides with Ace Printing with minor corrections, seconded by Commissioner Reimann.

Commissioner Reimann made a motion to re-print the Stress Less Cards, seconded by Commissioner Grace.

Commissioner Cabebe suggested that the Committee re-evaluate the guides and cards to see how effective they are since it have been in circulation for several years. Also look into other ideas and possibilities where we might be more effective.

**VIII. Determine Next Meeting Date and Agenda**

The next meeting date will be Tuesday, November 15, 2011.

**IX. Adjournment**

Commissioner Halperin made the motion to adjourn the meeting and Commissioner Grace seconded the motion. The meeting was adjourned at 1:43 p.m.