



# COUNTY OF SAN MATEO LGBTQIA+ COMMISSION

## Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual plus (LGBTQIA+) Commission

Tuesday, January 21, 2025

6:30 PM – 8:30 PM

### MEETING MINUTES

1. Call to Order, Land Acknowledgement, Group Agreements		<u>Our Group Agreements</u> include Share the air; step up, step back; Listen for understanding; Lift as you climb; Be present & engaged; Let the facilitator guide the process; Technology on silent.
2. Roll Call		<b>Present:</b> Aaron Adriano, Dana Johnson, Marilyn Hollinger, Christopher Sturken, Jana Rickerson, Vanessa Lemus-Tapia, Fabricio Perez, Sha Sun, Mike Cooper <u>Non-Commissioners:</u> Frankie Sapp, Tanya Beat, Jacki Rigoni <u>Members of the Public:</u> n/a <b>Absent:</b> Kevin Babeaux, Bismay Mishra
3. Public Comment		
4. Action to Set Agenda & approve Consent Agenda	<i>Action</i>	Dana Johnson motions to approve the agenda and consent agenda. Jana Rickerson seconds. Approved.
CONSENT AGENDA		
5. Approval of Nov Meeting Minutes		
REGULAR AGENDA		
6. New Commissioner Welcome		Tanya Beat, Facilitator Connection activity with all Commissioners and staff
7. Pride Center Report	<i>Update</i>	Frankie Sapp, SMC Pride Center, See Written Report  The remodeling plans have been cancelled and instead the Center will focus those funds on a development position.  They are exploring plans to become their own 501(c) (3).
8. Civics 101	<i>Update</i>	Review topics and prioritize topics for presentations in 2025. Tanya to send out poll to learn which topics are prioritized.
9. Inclusion Community Campaign	<i>Update</i>	Project Facilitation: Marilyn Hollinger presented Flow Chart on subcommittee responsibilities and process  Overview of 3 Subcommittees – goal is for new commissioners to select which group to participate in.
10. REPORTS • Director Report		<ul style="list-style-type: none"> <li>2025 Calendar: motion to cancel June meeting for a summer break and approve all other meetings for 2025 by Aaron Adriano, second by Vanessa</li> </ul>

<ul style="list-style-type: none"> <li>• Pride Event and Commission Contribution</li> </ul>		<p>Lemus-Tapia. Approved with abstentions by Marilyn Hollinger, Jana Rickerson</p> <ul style="list-style-type: none"> <li>• Location of meetings will be every other month from Redwood City and San Mateo.</li> <li>• Roles: Policy (Chris Sturken), Communications (Fabricio Perez), Pride (Dana Johnson) and Inclusion Community Campaign (Marilyn Hollinger) Leads; Fabricio presented a Communications Action Plan. Please review and he will facilitate deeper work at the February meeting.</li> <li>• Spotlights of commissioners at each meeting. Example provided by Aaron Adriano</li> </ul> <p>Dana Johnson, Facilitator</p> <ul style="list-style-type: none"> <li>• The Pride Celebration is the County’s largest diversity, equity, and inclusion event and it draws 6,000 people. We need more support from the LGBTQIA+ Commission and one way is to outreach for sponsorship. The event cost is substantial, \$50,000, and the contributions from small business, nonprofits, and corporations is how the event is accomplished.</li> <li>• With the sponsorship materials, please share with your work groups and networks. Or you can provide a relationship contact to Dana for the “ask.”</li> <li>• Benefits include visibility of the group via the Parade and during the event.</li> </ul>
<p><b>11. Announcements</b></p>		<p>African American Equity Initiative is doing a Wellness event on Saturday, Feb 15. Tanya will email everyone the flyer.</p>
<p><b>12. Adjournment</b></p>		

WHAT'S THE SMC

# *Youth Commission*



UP TO THIS YEAR?

A large group of diverse young people, likely members of the Youth Commission, are posed for a group photo. They are arranged in several rows, some standing and some kneeling or sitting in the front. The background is a simple indoor setting with a whiteboard.

## *THIS YEAR'S SUBCOMMITTEES*

Environmental Justice  
Immigrant Youth  
Community Equity  
Health and Wellness  
Civic Engagement  
Educational Equity

# Our Projects

## Environmental Justice

We are working on an event for high-schoolers around San Mateo County. They will get to take a bus we provide and join us in the SMC Parks (Huddart and Edgewood). Once there, they will get to learn about nature careers hands-on! In addition, we will have a 30 minute zoom meeting with an interesting panelist to speak about her environmental career. Learn more [here](#).

## Immigrant Youth

The Immigrant Youth committee is currently working on two projects. The first one is the scholarship application. It consists of some small response questions that will provide an award to students who play a part in their community towards a good cause. We are also working on creating community resource guides. These guides will provide new students with something that can help them acclimate to their new community. They include things like food bank locations, low cost sports for youth, and discounted transportation.

## Community Equity

The Community Equity committee is working in partnership with the Samaritan House, a resource center and housing facility. Through the collection of hygienic products, winter clothing, and warm essentials at the schools and communities of the committee members, we have amassed an inventory to distribute later on at the Samaritan House. Our legislative advocacy project concerning domestic violence survivors remains underway and in progress.

# Our Projects (cont.)

## Health and Wellness

As of now, our commission is working on two main projects:

**Mental Health Mondays:** A social media posting project which aims to raise awareness and increasing access to resources and tips to youth about mental and physical health

**Mental Health Directory:** Targeting at least 4 schools and other public areas like libraries to distribute directory pamphlets. Ideally, around 20 copies will be handed to each location.

Lastly, our subcommittee is making efforts for a third project:  
An art therapy workshop to educate the youth in the county youth learning to look for stress management through creative and artistic means. The planning is still in progress.

## Civic Engagement

The Civic Engagement Subcommittee is working on two primary projects!

Firstly, they are working on designing pamphlets to distribute to young people about basic civics. They are including information about the functions of government, the importance of it, and how to get involved.

Secondly, they are working on an instagram post series to highlight diversity in San Mateo County. They are including various employees around the County and the work they are doing.

## Educational Equity

We are putting together a **Career Fair Series**, open to all interested students and youth of San Mateo County.

The goal is to provide a meaningful and equitable opportunity to discover new careers, learn insider experiences, gain valuable advice, and network with professionals.

The dates of this two-part series are the following:

**March 22nd, 10AM-12PM (virtual)**

**April 26th, 10AM-12PM (in-person)**

Stay tuned for more information about the location (we are planning to hold it at a San Mateo County Library location). We are about to begin outreach to local schools and youth organizations, as we are hoping to have a large attendance. We look forward to an amazing Career Fair Series!



*QUESTIONS?*

## *Environmental Project Info*

Please spread the word to every high-schooler in the county you know!



Event Info and Sign-up

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*More from the Youth Commission*



Website



Instagram



Email List

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*Thank you!*

SAN MATEO COUNTY YOUTH COMMISSION

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[San Mateo County Pride Center](#) (click for website)

### **February 2025 Updates**

- **February 2025 Pride Center newsletter**
- <https://tinyurl.com/smcpcfebruary2025newsletter>

### **Pride Center Hours of Operation:**

Come visit us! In addition to information, services and events, we have a **public computer lab, an LGBTQ+ lending library, a food pantry, and a selection of clothes and gender affirming garments.** We are here for YOU.

- **Onsite Hours: Tuesday, Wednesday and Thursday from 11:30am -6:30pm**
- Virtually, our programs/services are available **Monday - Friday 10:00am 7:00pm** or as scheduled with your clinician.
- Anyone who needs to drop by the center outside of these hours, please connect with us directly as we strive our best to remain accessible.
- We are located at 1021 S. El Camino Real San Mateo, 94402 (corner of 11<sup>th</sup> and El Camino). Accessibility information: <https://sanmateopride.org/accessibility>

### **Mental Health Services at SMC Pride Center:**

**At the moment, there is a waitlist for therapy services, but there is no waitlist for Case Management!**

The Pride Center provides both **therapy and case management services.** For therapy services we accept Medi-Cal/HPSM and also offer a sliding scale for any self-pay clients.

We offer individual, couples/relationship, and family therapy. If you or someone you know is looking for LGBTQ+ or gender-affirming and inclusive mental health support, please share our information with them and encourage them to connect with us. We are here to help!

**Case management services** (navigating housing, employment, gender-affirming care, connection to resources, etc.) are provided at no cost. Services are available to clients located in California. Priority is given to LGBTQ+ community members based in San Mateo County.

If you are interested in receiving mental health services, please fill out our [Clinical Services Request Form](#) or visit <https://sanmateopride.org/programs/mental-health-services/>

[Outlet](#), our youth program partner agency, also has clinical openings. For more information, please contact Mimi Castro (he/him) at [mimi@acs-teens.org](mailto:mimi@acs-teens.org).

## **Can You Support the Pride Center by Volunteering?**

**Virtual and onsite** volunteer roles with the Pride Center include, but are not limited to:

- Assisting with fundraising/development goals
- Youth or Older Adult specific programming
- Social media support
- Join our Community Advisory Board

To learn more, or if you have other ideas of how you can support by volunteering, please contact Low (she/they) at [Lowellyn.Sunga@sanmateopride.org](mailto:Lowellyn.Sunga@sanmateopride.org) (preferred) or 650-591-0133 who can help you figure out the best match for a mutually rewarding experience.

You can also complete our Volunteer Interest Form: <https://sanmateopride.org/get-involved/volunteer/>

## **Name and Gender Change Workshop**

**The format of the Name and Gender Change workshop is changing.** Part 1 of the workshop will continue to take place monthly & part 2 of the workshop will take place every other month. Part 2 is scheduled to take place – April, June, August, October & December.

Part 1 will cover court order forms, filing instructions, and fee waivers. Part 2 will cover updating social security documents, DMV documents, passports, birth certificates, and other documents.

\*Please reach out to us if the dates or times above don't work for you, We can arrange individual appointments or consultations. If you would like to attend part 2 before the scheduled month, please reach out to us!

### **Upcoming workshops: Part 2 - February 26**

RSVP: <https://tinyurl.com/name-and-gender-change-rsvp>

Please reach out to [info@sanmateopride.org](mailto:info@sanmateopride.org) or call 650-591-0133 if you have questions or would like to schedule an individual appointment

## **Current Programming:**

### **Conversation and Community Drop-ins – Tuesdays and Thursdays**

Join us for these designated drop-in times. We want to be your safe space during these uneasy times. Join us to have a little escape or just be with community. Snacks, table

games, cards, crafts, video games, and activities will be available, but mostly we want to hold space for YOU!

**This new group will take place 2x a week on Tuesdays from 5:30-6:30 and Thursdays from 4-5PM onsite at the Pride Center!**

The Pride Center is located at 1021 S. El Camino Real in San Mateo, 94402 (11th and El Camino)

For accessibility information about the Pride Center, please visit this link-  
<https://sanmateopride.org/accessibility>

### **NeuroQueer Fruitfulness Group - Opening rolling registration**

(An online productivity/body doubling group)

Learn ADHD and executive functioning strategies from therapists. No goal is too big or too small to tackle! Whether you're looking to do your dishes or write a novel, this group might help. **In this group, you can meet fellow neurodivergent and LGBTQ+ folks in a supportive productivity space.**

This group meets 5 days a week on Zoom in 1-hour sessions and starts Monday, January 13th. **Sessions are drop in and participants set how many sessions they want to attend. This group is \$59/month is in English and is intended for LGBTQ+ 18+ based in California.**

**Update: Feb 3, 2025 – This group is now covered by HPSM (Health Plan of San Mateo)**

To learn more about what to expect from this group and/or to register, please click this link - [tinyurl.com/NeuroQueerFruitfulness](https://tinyurl.com/NeuroQueerFruitfulness)

Questions? Contact [Drac@sanmateopride.org](mailto:Drac@sanmateopride.org) or 650-591-0133

### **Gayme Night - Wed, 2/19 from 6:30-8:30pm at SMC Pride Center**

Instead of being bored, join us at the Pride Center for a fun night of board games! From party games to trivia, we will have as much variety in games as we do in our community. Plus, we will even have prizes! You have nothing to lose (except for every game you play). Registration is encouraged, but not required.

Register in advance to be entered to win a drawing prize. There will also be some prizes for some of our game winners as well. This event is free and open to the public. Light snacks will be provided. Doors open at 6:15pm.

Register at: <https://tinyurl.com/SMCPCGaymeNightFeb2025>

For accessibility and parking information, please use this link:  
[sanmateopride.org/accessibility](https://sanmateopride.org/accessibility)

Questions? Please contact [info@sanmateopride.org](mailto:info@sanmateopride.org) or call 650-591-0133

## **Queeraoke - Wednesday, 2/26 from 5-8pm at SMC Pride Center**

Can you think of a better way to spend a cold February Night than getting together with your besties and singing along to your favorite songs? Whether you're a karaoke regular, someone who is curious about karaoke, or someone who'd like to try singing a new song, this is a space for you!

This is a sober, all ages event. All are welcome! Snacks will be provided! For accessibility information about the Pride Center, visit this link-<https://sanmateopride.org/accessibility>

Register at: <https://tinyurl.com/SMCPCFebQueeraoke2025>

## **National Day of Reading - Friday, February 28 - Reach and in San Carlos**

The San Mateo County Pride Center, Outlet, a program of Adolescent Counseling Services, and Reach & Teach Books and Gifts are thrilled to partner for The National Day of Reading! We hope you can join us on Friday, February 28th at Reach & Teach for an afternoon filled with community and stories supporting Trans\* and Non-Binary youth. Readings will be held at 4:15, 4:45, 5:15. And 5:45pm.

Throughout the afternoon, we will focus on creating welcoming and affirming spaces for transgender and non-binary youth through the reading of inclusive literature, such as *My Maddy*, *Kapaemahu*, *I Am Jazz*, and *Felix Ever After*.

This event is free and open to the public. Light snacks will be provided. Join us from 4 to 6pm. Reach & Teach Books and Gifts is located at 1179 San Carlos Ave, San Carlos. Register in advance for an extra ticket to win our door prizes. Please see registration link for accessibility information about Reach and Teach.

Register at: <https://tinyurl.com/SMCPCNDOR2025>

Questions? Please contact [info@sanmateopride.org](mailto:info@sanmateopride.org) or 650-591-0133

## **Rainbow Kids – Thursday, March 6 - 4pm-5:30pm via Zoom**

Join us for a free 90-minute Rainbow Kids webinar on March 6th, hosted by the San Mateo County Pride Center! This session is designed for educators, parents, and caregivers looking for practical tools and resources to create safe, supportive spaces where all kids can learn, grow, and thrive.

What you'll gain:

- Tools to foster kindness and belonging

- Strategies for celebrating and supporting all families
- Resources to help every child feel at home in the world

Time: 4:00 - 5:30 PM

Where: Online- Register for free by scanning the QR Code or visiting [tinyurl.com/rainbowkidsmarch2025](https://tinyurl.com/rainbowkidsmarch2025)

## Save The Date: Transgender Visibility Week 2025 – March 25 – 31

Join us in celebrating the beauty, strength, and visibility of our trans, gender diverse, and non-binary community! This year, Trans Day of Visibility (TDOV) is on March 31st; however, we think one day is just not enough... so, Pride Center is proud to host our second Trans Week of Visibility! We have some exciting plans in store for you:

- **Legal Name & Gender Change Workshop:** Learn how to update your identity documents, get assistance with filling out the court paperwork, and find answers to any questions you have about the process.
  - Wed. 3/26, 6-7:30pm- Online
  - RSVP: <https://tinyurl.com/name-and-gender-change-rsvp>
- **Trans 101 Workshop:** Want to better understand the relevant and pressing needs of the transgender and non-binary communities? This training offers in-depth conversations on topics such as transphobia, transitioning, being an ally to people of all gender identities and expressions, and more. We conclude this training with tips and tricks on how to be an advocate for the trans community as well as resources for continued learning.
  - Thu. 3/27, 6-8pm- Online
  - Register at: <https://tinyurl.com/Trans101March2025>
- **Becoming More Visibly You: Gender Affirmation Workshop:** Explore your identity; Learn makeup/styling tricks; Browse our gender-affirming closet; Connect with your community; and know where to find local resources (HRT, voice coaching, and more).
  - Thu. 3/27, 5:30-7:30pm –In Person
  - RSVP: <https://tinyurl.com/SMCPCVisiblyYou25>
- **A Mixer for Families of Trans Kids:** Come join us for an evening with community. Meet other parents and caregivers of trans and gender nonconforming kids. The whole family is welcome. We will have icebreakers, a panel (*description coming*), and time to mix and mingle for the adults as well as activities for the kids. (date and time correct, name and description coming soon)
  - Friday, 3/28, 6-7:30
- **Trans Day of Visibility Be-YOU-tiful Celebration:** Join us in a celebration of YOU. Wear your best and help us party the evening away. We will have snacks and a DJ. Register in advance for a chance to win our giveaway prize.
  - Monday, March 31st 5-7pm

- RSVP: <https://tinyurl.com/TDOVBeYOUtifulCelebration25>
- **Regular Drop-in Hours:** Come visit us in-person, “shop” in our free gender affirming closet for a new chest binder, trans tape, makeup, clothes, and more.
  - Tues-Thurs, 11:30am-6:30pm

The Pride Center is located at 1021 S. El Camino Real in San Mateo, 94402. Our building is located at 11th and El Camino.

## SMC Pride Celebration Saturday, June 14<sup>th</sup>

### SMC Pride 2025 theme: Breaking Boundaries, Shaping Futures

Interested in joining an SMC Pride subcommittee?! Contact PRIDE Initiative co-chair Dana Johnson at [theractivist@gmail.com](mailto:theractivist@gmail.com) for more information and meeting Zoom link. We are actively looking for community members to join SMC Pride Celebration Subcommittee and support with planning an amazing celebration!

Planning committees include:

- Youth Space
- Website
- Older Adult
- Parade
- Booth Vendors
- Food Trucks
- Entertainment

## Peer Support Groups

These are all virtual opportunities for community members 18+. For more information, contact [Ishani.Dugar@sanmateopride.org](mailto:Ishani.Dugar@sanmateopride.org) or 650-554-1234 (text ok)

**Please note: Most groups are meeting on Zoom, stay tuned for updates.**

Peer Support Groups- Upcoming meeting dates

- **Parent group will now meet on the 3rd Wednesday of the month.**
- LGBTQ Parent Group- Monthly on the 3rd Wednesday from 7:30-8:30pm PST
- Upcoming meeting dates: February 19, March 19
  - Registration is required: <https://tinyurl.com/smcpc-parentsgroup>
- LGBTQ Book Club (18+) - Monthly on the 1st Wednesday from 4:30- 6pm PST
  - This group is hybrid- community members will meet onsite at the Pride Center or on Zoom.
  - Upcoming books
    - ♣ March 5: *Heartstopper Volumes 1 and 2* by Alice Oseman

- ♣ April 2: *Legends and Lattes* by Travis Baldree
    - Registration is required: [tinyurl.com/smcpc-bookclub](https://tinyurl.com/smcpc-bookclub)
- Polyamory Peer Power (18+)- Monthly on the 1st Wednesday from 7- 8:30pm
  - Upcoming dates: March 5, April 2
  - Registration is required: [tinyurl.com/smcpc-polyampower](https://tinyurl.com/smcpc-polyampower)
- Trans\* Group (18+)- Monthly on the 1st Thursday from 6-7:30pm
  - Upcoming meeting dates: March 6, April 3
  - Registration is required: [tinyurl.com/smcpc-transgroup1](https://tinyurl.com/smcpc-transgroup1)
- Gay Men’s Group (18+)- Monthly on the 4th Tuesday from 6-7pm
  - Upcoming dates: February 25, March 25
  - Registration is required: [tinyurl.com/smcpc-gaymensgroup](https://tinyurl.com/smcpc-gaymensgroup)
- Queer Women’s Social Group (18+)- Monthly on the 4th Friday from 6-7:30pm
  - Upcoming dates: February 28, March 28
  - Registration is required: [tinyurl.com/smcpc-queerwomensgroup](https://tinyurl.com/smcpc-queerwomensgroup)

## Reminders & Resources:

**THE PRIDE CENTER WILL BE CLOSED ON MONDAY, FEBRUARY 17 IN OBSERVANCE OF PRESIDENTS DAY**

## Resource Guide - Post Election FAQ

The San Mateo County Pride Center and CoastPride have received many questions about what is in store for the LGBTQ+ community since the 2024 election. In response, we’ve created this list of commonly asked questions and answers, along with a linktree of related resources (use QR code at top of document).

**Please note that these are living resources | <https://linktr.ee/smcglgbtq>**

They were first created in January of 2025 and will be updated as the political and social landscape develops. There is a lot of fear and uncertainty around LGBTQIA+ and immigrant rights. When you’re utilizing this document, we recommend that you consider what risks are imminent (i.e. laws have been changed) and what risks are possibilities (i.e. a political leader said something verbally instead of issuing an official policy). Check your sources carefully and try to avoid doom scrolling.

To access the digital version of this document, please click here:

[https://coastpride.org/images/pdf/post-election-faq\\_final.pdf](https://coastpride.org/images/pdf/post-election-faq_final.pdf)

**[SMC Pride Center FY 23-24 Annual Report](#)**

We could not be more proud to share with you our most recent **Pride Center FY23-24 Annual Report!**

This year marked the first full fiscal year that Pride Center has returned to in-person (now hybrid) services. We've reached an even greater number of people than ever before, now that we're back on-site and out in the community, in addition to offering our full range of online and virtual programs and services.

Throughout each of our programs and services for FY23-24 (Clinical, Peer Groups, Trainings, Outreach, Events, etc.) we reached a staggering **12,287 individuals!** This is almost 30% more than we reached last year!

**General Pride Center information:**

- Resources: <https://sanmateopride.org/resources/>
- Events: <https://sanmateopride.org/events/>
- Peer Support groups: <https://sanmateopride.org/programs/peer-groups/>
- Youth Resources: <https://www.acs-teens.org/what-we-do/outlet/>

Mobilize Sub Committee:

Marilyn Hollinger, Jana Rickerson, Bismay Mishra

1. Discussion of how (if) our efforts have changed based on the new administration
2. Align on timeline with the other teams
3. What the Mobilize Committee wants to discuss is having an in-person meetup as an Engagement Touchpoint. We would reach out to the people who already responded and invite them. What we hope to do in the meeting:
  - Outreach to make sure they are still interested
  - Meet people and give them a personal connection
  - Discuss what engagements they're interested in; give them possibilities
  - Help them wrap their heads around doing an engagement
  - Understand how we can guide them in their engagements



# COUNTY OF SAN MATEO LGBTQIA+ COMMISSION

**To: LGBTQIA+ Commission of San Mateo County**  
**From: Tanya Beat**  
**Date: February 18, 2025**  
**Subject: Director's Report**

***Inclusion Community Campaign*** – please schedule your next subcommittee meetings (include Tanya) by Friday, February 21.

Webpage with information and sign-up form will now be located on the LGBTQIA+ Commission County page.

### ***Transgender Week of Visibility***

- Promote Programming to the relevant audiences and Volunteer if needed
- March 25: TDOV Proclamation, 9am, BOS Meeting
- March 26: Transgender Flag-raising, 9am, County Courtyard

### ***ADA Disability Access for Commissioners***

Included memo provides more specific information on commission members seeking remote attendance as a reasonable accommodation/modification. The attached form is now available for use by current County boards and commission members.

If you have any questions about this remote meeting attendance option for persons with disabilities, please contact Tanya who can then contact our assigned County Deputy Attorney (Caiti Busch).

### ***Spotlights Calendar***

- |                                                     |                            |
|-----------------------------------------------------|----------------------------|
| ○ February: Jana Rickerson                          | ○ July: Christina Falla    |
| ○ March: Fabricio Perez                             | ○ August: Bismay Mishra    |
| ○ April: Marilyn Hollinger &<br>Vanessa Lemus-Tapia | ○ September: Chris Sturken |
| ○ May: Sha Sun                                      | ○ October: Mike Cooper     |
|                                                     | ○ November: Dana Johnson   |

### ***Vacancy Recruitment***

Deadline to apply is March 17. No applications submitted yet. Goal is to have 10 (ten) applications submitted and at least 5-6 people interviewed.

***March Presentation*** – Brown Act Overview by County Deputy Attorney Caiti Busch

**Instructions: Please read the comments in the right column and be prepared to answer the questions posed during a facilitated discussion at the next LGBTQIA+ Commission Meeting.**

## Communications Overview

Streamlined communication benefits both the public and commissioners.

- For the public, it means accessible and effective messaging—whether they’re scrolling social media, visiting our website, or attending an event, they’ll encounter clear, consistent information about **our work, resources, and initiatives**.
- For commissioners, streamlining communications complies with **guidelines and standards** established, and reminds us of our mission of echoing the interests of the community we represent.

Ultimately, cohesive communication builds trust. The community sees us as reliable, and we work smarter, not harder, to serve them.

**Commented [1]:** Currently, what are we working on?

**Commented [2]:** What specific resources shall we highlight the most?  
I think all of the ones in the website are pretty good. Let's just make sure those are available and updated.

**Commented [3]:** Are there any initiatives taking place right now? For example, are we mobilizing people to do anything specific

**Commented [4]:** Pretty much open documents, for the sake of transparency.

### A quick reminder of the Goals for 2025

1. **Increase Community Awareness:**  
Improve ~~social media~~ **digital media presence** to ensure the LGBTQIA+ community knows the Commission’s (and the county’s) events, initiatives, and resources.
2. **Promote Engagement:**  
Facilitate meaningful interactions with our audience through campaigns, Q&A sessions, and collaborations with local organizations.
3. **Streamline Internal Communication:**  
Establish a framework for clear, organized outreach efforts and ensure all commissioners are aligned on messaging strategies.

**Commented [5]:** Decided to move away from social media simply because we have to be realistic with our goals and our reach. Social media takes time, and so far what we are accomplishing with Facebook should suffice.

**Commented [6]:** For the time being, we shall prioritize the current and only channels we have. The website, Facebook, and newsletters.

**Commented [TB7R6]:** Also LinkedIn (for professionals) and possibly Instagram.

### Step 1: Assessment.

- **Communication Channels: (Strengths, weaknesses, opportunities)**
  - **Website:** The main hub of information and point of contact with the public. It should be prioritized.

Small facts. If a person searches LGBTQ San Mateo or other related terms, the LGBTQ+ commission’s website is one of the first results on the list.

- **Strengths:**

- Easy to find (via search engines)
  - Easy to navigate.
  - Responsive and available on all devices and platforms.
  - **Weaknesses**
    - Struggles with relevance
    - Lacks clear structure
    - Missing content or the content is outdated.
  - **Opportunities**
    - Add and Highlight Upcoming Events and opportunities for the public to engage.
    - Review resources and links. Prune links that lead nowhere.
    - Offer accessible and downloadable materials related to resources, events, and initiatives, ensuring visitors can access information conveniently.
    - (Optional) Include more commissioner profiles: outlining their roles, and small biographies to build community trust.
    - Make meeting schedules and materials more clear and accessible.
- **Facebook page:** The only social media platform that we are currently using and keeping updated.
- **Strengths:**
    - Concise
    - Regularly updated
    - Basic information is showcased (URL, type of page, directions/address, email, and telephone number)
  - **Weaknesses:**
    - Lacks an identity
    - Short intro
    - Could use more links and calls to action (Newsletter signups, Surveys, etc)
    - Reliance on reposting.
  - **Opportunities:**
    - Extend intro a little bit more.
      - Example: Established in 20XX, [The San Mateo County Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual, plus (LGBTQIA+) Commission works to improve the quality of life for LGBTQ County residents]. To accomplish this goal, the commission works closely with SMC elected officials to enhance and ensure the visibility and inclusion of the LGBTQAI+ community in SMC.
    - Whenever publishing or reposting, feel free to add a "call to action". This small text leads to a desired behavior. This can be especially useful when trying to invite the public to help out with one of our

initiatives.

- **Assessing Tone and Messaging:**

Based on my assessment, the language currently being used on our channels is neutral and professional and should be kept as is. As far as our messaging, we may need to decide what exactly do we want to communicate to the public. Any goals for 2025?

- **Develop Training Materials:**

- Social media sharing
  - Whenever Tanya sends information that is worth sharing with others, a small paragraph can be included to simplify the process of sharing on social media.
- What makes an outreach campaign successful:
  - Establishing baselines and some performance goals. For example, how many emails/names/phone numbers should we obtain at an event? How many fliers do we want to share with others?
  - Learning from the past. What worked, what didn't?

~~○ Tips for tailoring messages to different audiences~~

## Step 2: Implementation

- **Launch Media Campaigns:**

Fabricio will be working on a content calendar that includes information and dates that the public would consider relevant. This calendar also schedules posts to share information and nurture the community.

For 2025, we can highlight key events, community resources, success stories, initiatives, and relevant news:

- Key events:
  - "SMC Pride" – Spotlighting local LGBTQIA+ leaders and activists working to make it happen. Include a link for a donation form and meetings that the public can join.
- Community Resources
  - "Know your resources campaign" **Repurposing** website information, but this time on social media.
- Success stories (Ideal)
  - Highlighting LGBTQIA+ businesses and professionals in the SMC.
- Initiatives:

- Are we in the middle of working to make something happen? Maybe raise the flag during Pride Month? Let's share some of it on social media to keep the public updated with our work.
  - News
    - Already taking place. Reposting relevant news that may interest the community. This can be done mostly on social media.

- **Build Collaborative Relationships:**

Continue partnering with local organizations and businesses to promote events and amplify messages. Also, can we extend our reach and collaborate with other organizations that may be interested in showcasing that they are LGBTQAI+ friendly? For example, for Mental Health Awareness Month, we can share resources and organizations that focus on improving awareness and treatment of mental health conditions afflicting all populations, including LGBTQIA+ populations.

**Commented [8]:** Can we think of businesses that are LGBTQIA+ owned or friendly? In this regard, we would not approach this as a promotion or free advertising, instead, it is all about telling a story.

### Step 3: Optimization and Feedback

- **Evaluate Performance:** For us, engagement metrics are not a main goal nor a concern. Instead, we aim to focus on providing relevant information at a good pace. For that reason, our metrics to track are simply the number of useful posts on our media channels.
  - Key metrics: Number of posts, number of newsletter sign-ups.
- **Document Successes and Challenges:**

Develop quarterly reports on what seemed to work and what did not. Also recommendations for future communication leads.

### Step 4: Still learning about what else we can do:

#### Host Community Feedback Sessions:

Can we further involve the public to provide input on how the Commission can better serve them? If so, we can and should

Collaboration on this proposal is highly encouraged to ensure it reflects the diverse perspectives of the LGBTQIA+ community. Ultimately, team feedback is vital to enhance our outreach and build stronger connections with our community.