



2018 MID YEAR UPDATE

**MECKLENBURG COUNTY
WOMEN'S ADVISORY BOARD
SEPTEMBER 5, 2018**

Women's Advisory Board

Mission Statement - To promote the critical and emerging needs of women in Mecklenburg County through education and service.

Vision Statement - Equality for all women in Mecklenburg County.

During 2017, the WAB agreed that a refocus was necessary in order to ensure continued success and growth. The refocus began with a revision of both the Mission and Vision statements.

SUCSESSES

During the annual Board retreat in January, 2018 the WAB determined their top goals for the next several years. All agreed the first priority was researching the greatest needs of women in Mecklenburg County in order to better advise the County Commissioners. As a result, the following four subcommittees were formed:

- Homelessness and women
- Women's and Children's Access to Healthcare
- Gender Based Income Disparity
- Workplace Harassment

As of 2018, turnover of board members continues to be a struggle; however, the board is committed to using the high attrition rate as an opportunity to better diversify membership when vacancies are filled.

One of the goals in the refocus of the board is building name and brand recognition through community outreach, hosting guest speakers at the monthly board meeting, and attending or participating as vendors at local events.

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A few of our guest speakers in the past months include:

- Pedro Perez, Executive Director of Charlotte Family Housing
- Denise Coleman, Norsan Media Topic. How can we connect with the Latino population to better serve the women through WAB.
- Dr. Rosanna Saladin – Asst. Director of Community Partnerships and Family Engagement, Charlotte Mecklenburg Schools

Local events attended by board members:

- Community Connection Platform, Mountain Island Lake Academy
- Hola Charlotte Festival
- My Sister's Keeper
- Convention of the Elimination of Discrimination Against Women
- Women's Empowerment Brunch
- League of Women Voters Charlotte Mecklenburg Women's Equality Day
- Women's Equality Day
- The Story of the Charlotte Girl

CHALLENGES

As the WAB continues to focus on research and community outreach by participating in local events, one challenge is the lack of budget to purchase items such as a table runner, pamphlets, generic business cards, etc. Board members have individually purchased WAB tee-shirts to wear communally to events. A nominal budget would assist the Board with pursuing the directives of professional brand recognition in the community as directed by the County Commissioners.

Lastly and aforementioned, the WAB continues to struggle with board member turnover. The hope is that with the newly-lightened attendance policy and stronger focus on goals, we will move forward with more strength, purpose, and success.

MECKLENBURG COUNTY WOMEN'S ADVISORY BOARD

2018 BOARD MEMBERS

Zhivi Williams – Chair
Melissa Lefko -Vice Chair
Ashley Reid – Interim Secretary
Barbara Thomas– Parliamentarian
Michelle Ferlauto
Kimberly Nelson
Jodi Ohr
Samantha Abt-Bumgarner
Ruth Pierce
Arlene Love
Lahari Jones
Rahdreia-Renae Hannibal
Stacey Sandeford-Lyons
Chantia Carter



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