



Vermont Commission on Women  
Workplace Equity & Security Committee Meeting  
Tuesday, February 21, 2023  
9:00 a.m. – 9:30 a.m. via teleconference

**MEETING MINUTES**

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**Commissioners present:** Kellie Campbell, Kim Nolan, Heidi Tringe

**Advisors present:**

**Staff present:** Cary Brown, Ellie Lane

**Recording:** Ellie Lane

**Called to order** at 9:03 am.

The survey is very close to ready to go and will go out to everyone from Ellie on Thursday. Ellie will change the last question to be very broad – would you be interested in participating in an event in the future?

**Equal Pay Day Event**

We previously discussed hosting a press conference. We don't have a new/clear "hook" for a press conference, but signers could highlight what they are doing. Kim will be out of town on March 14<sup>th</sup>, so she can't attend. The group discussed changing gears to have a presence in the State House with materials and putting out a call to Commissioners to sign up for an hour-long block to be at a table in the cafeteria where we hand out buttons, have a list of signers, encourage businesses in their districts. We could provide legislators with sample tweets.

Cary asked about moving the VCW meeting to Tuesday and will talk to the chairs about that.

**Campaign tasks**

**Week of March 14**

Ellie still working on a one-pager and will share it with the group for feedback.

Ellie & Kellie will work together on an Equal Pay video, and a shared video.

**Week of March 21**

Topic: Why is Equal Pay is important, organize data and stories.

The idea for the week is to spotlight EPC signers and maybe get quotes. Kim & Kellie, Heidi will follow up with the organizations Alison highlighted to ask for a quote highlighting what they've been doing and why it's important.

Eilie will look back at quotes from EPC to see what we can recycle. Follow-back up to double-check it's still okay to share.

Cary is happy to do an op-ed, independently or co-authored.

**Next step:**

- Kellie work w/ Ellie on video outline and Kellie will record
- Ellie is doing a first pass at one pager and will send to the group for input
- Ellie will organize the existing podcast episodes for re-promotion
- Cary will take the lead on the op-ed
- Kim will reach out to list of folks Alison shared for 2 paragraph quotes
- Ellie will gather historical content we can use
- Cary is helping organize plan for March 14 event - will discuss with Lisa/Kiah about moving meeting

Kim asked about how we start working on this for next year so we have more lead time.

Meeting adjourned at 9:30 am.