

**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Public Information Committee Meeting Minutes**  
February 28, 2017

**Members Present**

Ted Chittenden\*  
Dan Martinez  
Carlos Paraskevas  
Barbara McDonald\*  
Janet Fisher\*  
David Steinmetz\*

**Members Absent**

**Staff Present**

Lindsey Powers, Admin. Assistant  
\*Teleconferenced

**Guests Present**

---

**Call to Order and Introductions**

Dan Martinez called the meeting to order at 2:03 pm in the Arizona Industries for the Blind (AIB) Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made and a quorum was present.

**Approval of January 10, 2017 Meeting Minutes**

Carlos Paraskevas moved to approve the minutes of the January 10, 2017 Public Information Committee meeting. Ted Chittenden seconded the motion. Ted Chittenden stated that he approved the recommended changes by Carlos Paraskevas, who suggested the minutes reflect that Ted Chittenden was unable to attend the RSA Introduction to Blindness Services in January. Ted Chittenden stated he also approved of changing Ms. McDonald's name to Mrs. McDonald. Barbara McDonald noted she would accept her name as Ms. McDonald for consistency. The committee approved the amended minutes by unanimous voice vote.

**2017 GCBVI Annual Report**

Ted Chittenden stated at an Executive Committee meeting, he announced that he would be contacting the Committee Chairs requesting reports to be included in the GCBVI Annual Report and had been unable to do so. Dan Martinez inquired whether any of the committee Chairs had contacted Ted Chittenden to submit a committee report. Ted Chittenden noted he had not received a committee report from any of the committee Chairs. Dan

Martinez inquired whether the Public Committee would consider developing an abbreviated Annual Report if the committee did not receive reports from each committee Chair. Ted Chittenden recommended the committee consider developing a shorter Annual Report if the committee had not received committee reports by May 15, 2017. Barbara McDonald stated she was responsible for obtaining success stories and inquired regarding the deadline for her in submitting success stories to the committee. Ted Chittenden stated his recollection that the committee would like to receive the success stories by the March Public Information Committee meeting. Janet Fisher inquired whether she should forward the success stories from the Arizona Braille and Talking Book Library to Lindsey Powers. Dan Martinez stated that Janet Fisher was welcome to forward success stories to Lindsey Powers, who would forward the stories to the committee.

Dan Martinez inquired regarding the format of a long GCBVI Annual Report. Ted Chittenden stated in previous years, the committee included a description of the GCBVI, reports from each committee, and success stories. Barbara McDonald inquired whether the Annual Report included a letter from the GCBVI Chair. Ted Chittenden noted the Annual Report could include a letter from the GCBVI Chair. David Steinmetz stated his recollection that the Public Information Committee struggled to obtain committee reports, and often had to develop the reports for each committee Chair. Dan Martinez suggested the Public Information Committee establish the deadline of May 15, 2017 in determining whether the committee would develop a long Annual Report contingent upon receiving the committee reports.

Ted Chittenden motioned the Public Information Committee establish the deadline of May 15, 2017 in which the committee Chairs should submit their reports. If the Public Information Committee did not receive the committee reports by May 15, 2017, the committee would develop a shorter GCBVI Annual Report. Barbara McDonald seconded the motion. The motion was approved by unanimous voice vote.

### **Social Media Planning Discussion**

Dan Martinez stated the committee received information from Maureen Kane and Carlos Paraskevas regarding the development of a GCBVI Facebook webpage. Mr. Martinez noted the information provided indicated that a Facebook webpage should be associated with an individual account and could not be a corporate account. Ted Chittenden inquired whether the committee intended to move forward with the development of a council Facebook webpage and if so, who would create the account. Dan Martinez stated there was impetus to develop a council Facebook webpage, or some social media presence. Mr. Martinez stated the Facebook webpage could be

developed by the GCBVI Chair, the Council Staff Liaison, or the Public Information Committee Chair. Ted Chittenden suggested the Council Staff Liaison develop the council Facebook webpage. Dan Martinez noted the Council Staff Liaison position was currently vacant. David Steinmetz inquired whether a member of the Assistive Technology (AT) Committee could assist with the development of a council Facebook webpage. Dan Martinez stated the Public Information Committee could invite a representative from the AT Committee to attend the next committee meeting to offer input or suggestions regarding the development of a council social media webpage. David Steinmetz inquired whether the social media posts would require approval by the Department of Economic Security (DES) prior to posting. Dan Martinez stated the social media posts might require approval from the Executive Committee. Ted Chittenden stated the committee should develop procedures for monitoring the social media webpage and remove any inappropriate posts if necessary. David Steinmetz stated the webpage could include administrative rights, which would require all posts to receive approval prior to being posted. Barbara McDonald noted the webpage could not include any language that would speak negatively against the Governor. Ted Chittenden stated the committee would receive further instruction from an AT Committee member.

### **Outreach for Council Events**

Ted Chittenden requested an update from Janet Fisher regarding the Ophthalmologists Society event. Mr. Chittenden stated that Janet Fisher had distributed information regarding the EyeKnow.AZ database at the Ophthalmologist Conference and inquired regarding the attendance at the event. Janet Fisher stated the Outreach Librarian, Christine Tuttle, attended the event and shared a table with Sun Sounds. Ms. Fisher stated Ms. Tuttle indicated that she spoke to about thirty doctors that evening. Janet Fisher stated the event was an hour long, and Christine Tuttle indicated she did not receive substantial visitors at the table. Ted Chittenden inquired whether Janet Fisher would recommend that the GCBVI delay attendance at the Ophthalmologist Society until the next year, when the Talking Book Library might potentially receive a complimentary table. Janet Fisher stated she would recommend that the council delay attendance at the council until the next year. Dan Martinez stated his preference that the council attends an event where the council could contact more of the technical staff rather than the doctors.

Ted Chittenden inquired whether the committee should consider mailing information about EyeKnow.AZ to various doctors' offices. Janet Fisher stated the Talking Book Library staff could continue to distribute information about the database at various outreach events. Janet Fisher stated the

Talking Book Library staff continued to contact Rehabilitation Services Administration (RSA), SAAVI Services for the Blind, and Arizona Center for the Blind and Visually Impaired (ACBVI) staff regarding the database. Barbara McDonald inquired whether VR clients visited the Talking Book Library as part of the RSA Introduction to Blindness Services. Janet Fisher stated VR clients did not visit the Talking Book Library. Dan Martinez stated the VR clients did not visit the Talking Book Library, as the clients were receiving VR services. Janet Fisher stated the Talking Book Library staff did provide training to RSA staff on BARD and how to use basic machines.

Ted Chittenden inquired whether the committee would distribute information regarding the database to ophthalmologist's offices. Barbara McDonald noted the committee developed a list of ophthalmologists' offices, although the list did not include the email addresses for all the doctors. Carlos Paraskevas stated that ophthalmologists could easily discard any informational cards about the database. Janet Fisher suggested the committee request that organizations include a logo or link to the EyeKnow.AZ database. Dan Martinez stated that Carlos Paraskevas could visit some ophthalmologist's webpages and review the resources listed and determine whether the EyeKnow.AZ logo or link could be included.

### **Public Involvement with GCBVI Discussion**

Ted Chittenden stated he was uncertain whether he would be able to provide the GCBVI presentation during the RSA Introduction to Blindness Services in March. Dan Martinez stated he would identify an individual that could provide the presentation in March.

### **Council Webpages Update**

Ted Chittenden stated the GCBVI Council webpage on the Department of Economic Security (DES) website had been updated to include a date of when the Council Membership List was updated and a logo of the EyeKnow.az, which provided a link to the database. Mr. Chittenden stated he did not anticipate any further changes to the council webpage.

### **VRATE Discussion**

Barbara McDonald stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) would be held on November 3, 2017 at the Glendale Civic Center. Barbara McDonald stated the VRATE Committee had not determined the theme of the event. Ms. McDonald stated the committee was seeking blind or visually impaired speakers with interesting jobs. Dan Martinez stated the council provided about three or four speakers for previous events,

although he was uncertain whether the council would have the same role in the next VRATE. Ted Chittenden stated his understanding that the theme of VRATE would be employment, which was why the committee had recommended that Barbara McDonald attend the E75 Diversity Builder Award Event to speak to employers. Dan Martinez stated that he and Carlos Paraskevas would be interested in attending the next VRATE Committee meeting. Mr. Martinez suggested a Vocational Rehabilitation (VR) counselor discuss self-employment and potentially include a panel of self-employed individuals. Carlos Paraskevas inquired regarding the date of VRATE. Barbara McDonald stated the VRATE Committee scheduled VRATE for November instead of September as November weather was not as warm. Dan Martinez stated VRATE initially started as Vocational Rehabilitation Awareness Day through the Lighthouse for the Blind and the Technology, Education and Employment (TEE) Conference. Barbara McDonald stated the VRATE Committee had a new Chair and Vice Chair. She noted the committee would distribute promotional cards instead of flyers for the event.

### **Database Development Discussion**

Janet Fisher reviewed the database usage statistics:

January 1–31, 2017

Number of sessions (visits) 100

Unique users visiting website 85

Pages viewed per visit 3.65

Time spent visiting the database (minutes) 2:07

New visitors 77

Returning Users 23

February 1-28, 2017

Number of sessions (visits) 60

Number of individuals visiting website 50

Pages viewed per visit 3.83

Time spent visiting the database (minutes) 1:27

New visitors 75

Returning Users 25

Janet Fisher stated Sara Muth, Secretary of State I.T. staff indicated there were fifteen subcategories that did not include resources. Ms. Fisher stated, for example, the local and federal offices under advocacy and consumer protection, the Department of Education under Educational Resources, Rehabilitation Teachers, Rehabilitation Counselor under Training Programs, Teachers of the Blind under Professional Training Programs as well as other subcategories did not include resources. Dan Martinez noted he did locate

some information and would forward to Ms. Powers to be forwarded to Ms. Muth to be included in the database.

Ted Chittenden requested Janet Fisher forward the EyeKnow.AZ statistics to Mr. Chittenden to be reported at the next GCBVI Full Council meeting. Mr. Chittenden requested that Janet Fisher retain a copy of the statistics to be read at the meeting in the event that Mr. Chittenden was unable to attend. Dan Martinez stated the initial posting of the database might have driven more traffic to the database initially. Janet Fisher stated that individuals likely visited the database when they required information, and once they located the information, did not visit the database again immediately. Dan Martinez inquired whether anyone offered feedback or suggestions regarding the database. Janet Fisher and Lindsey Powers stated they had not received any feedback or suggestions. Dan Martinez suggested the database include the council email address, GCBVI@azdes.gov for individuals to leave feedback about the database. Janet Fisher stated the Contact Us page included the council email address, phone number, and address to provide feedback and comments about the database. Ted Chittenden inquired whether the council email address could be included on the main page of the database. Janet Fisher stated she could inquire whether Sara Muth would be able to include the council email address on the main page. Ted Chittenden noted the committee would need to reach individuals that were not aware of the database, and who also had computer access. Ted Chittenden inquired whether someone could mention the database during the Orientation to Blindness presentations. Carlos Paraskevas stated he did discuss the database during his presentation regarding the Arizona Council of the Blind (AzCB).

## **E75 Diversity Builder Award Event Review**

Barbara McDonald stated she attended the E75 Diversity Builder Award Event and noted the acoustics in the venue were somewhat poor. She stated the keynote speaker was difficult to hear, which may have been a result of the acoustics of the gym. Dan Martinez agreed the Foundation for Blind Children (FBC) did not have the greatest acoustics. He noted the Employment Committee had reviewed the event and had identified some areas for improvement, such as including a stage manager, a better sound system, and allow the emcees to review and practice the script in advance.

Ted Chittenden stated Tim Stump, Employment Coordinator, held a Reverse Job Fair, where employers were invited to attend and talk to clients. Mr. Chittenden stated the event was successful and suggested the Employment Committee collaborate with RSA and hold a similar unified event, or schedule the E75 event at a later date. Barbara McDonald stated the E75

Diversity Builder Award Event was great, although she was uncertain regarding the number of employers present at the event. Dan Martinez stated more employers were recognized at the inaugural award event, versus the second event, therefore fewer employers attended the second event.

### **Agenda and Date for Next Meeting**

The next meeting of the Public Information Committee will be on Tuesday, April 4, 2017 from 2:00 pm to 3:30 pm. in the AIB Conference Room, at 515 N. 51st Avenue, Phoenix, AZ. Agenda items are as follows:

- Database Discussion
- Social Media Planning Discussion
- Public Involvement with GCBVI
- 2017 VRATE Discussion
- 2017 GCBVI Annual Report

### **Announcements**

Barbara McDonald stated the AzCB would hold their member meeting on April 22, 2017 at the ACBVI.

Dan Martinez announced that he would participate on the interview panel for the Council Staff Liaison position on March 10, 2017.

### **Public Comment**

A call was made to the public with no responses forthcoming.

### **Adjournment of Meeting**

Ted Chittenden moved to adjourn the meeting; Barbara McDonald seconded the motion. A voice vote was taken and the motion passed unanimously. The meeting stood adjourned at 3:30 pm.