

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
March 13, 2018

Members Present

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

Members Absent

Staff Present

Lindsey Powers, Council Liaison
*Teleconferenced

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:01 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 30, 2018 Meeting Minutes

Barbara McDonald moved to approve the minutes of the January 30, 2018 Public Information Committee meeting. Carlos Paraskevas and Janet Fisher seconded the motion. The committee approved the minutes by unanimous voice vote.

GCBVI Strategic Plan Discussion

Ted Chittenden stated he had not contacted Nikki Jeffords, Employment Committee Chair, regarding how the Public Information Committee could assist the Employment Committee. Mr. Chittenden stated he would prepare a written report regarding the committee's Strategic Plan activities and present to the Public Information Committee for approval prior to submitting the report to the GCBVI Full Council in May. Dan Martinez suggested that Ted Chittenden indicate that the Public Information Committee was available to assist any committees in creating public awareness for council events.

GCBVI Annual Report Discussion

Ted Chittenden stated his understanding that the Public Information Committee should decide whether the committee would develop a comprehensive Annual Report or a summarized version. Barbara McDonald inquired whether the GCBVI would have completed enough tasks included in the Strategic Plan to develop a longer Annual Report. Ted Chittenden stated the Public Information Committee could use the committee Strategic Plan reports presented at Full Council meetings for future annual reports. Dan Martinez stated the Public Information Committee could use committee reports from the whole year and noted that the Annual Report was due in September, which allowed the committee additional time to develop the report. Ted Chittenden stated each committee was required to submit two written reports regarding their progress on completing Strategic Plan goals, which could be included in the GCBVI Annual Report. David Steinmetz inquired whether the GCBVI had assigned due dates for when each committee should submit a biannual report. Ted Chittenden stated the GCBVI had not determined due dates and that each committee was required to submit two written reports to the council. David Steinmetz noted the Public Information Committee would have difficulty developing the Annual Report if the committee did not know when each committee would provide their reports. Barbara McDonald inquired regarding the start date for the GCBVI Strategic Plan. Ted Chittenden stated the council began working on the GCBVI Strategic Plan activities in January. Mr. Chittenden stated the GCBVI Strategic Plan followed the calendar year, whereas the Annual Report followed the State Fiscal Year of July 1, 2017-June 30, 2018.

Janet Fisher stated her preference that the GCBVI develop a comprehensive Annual Report, which would illustrate the accomplishments and activities of the council. Ms. Fisher stated the council could separate the parts of the Annual Report, such as Strategic Plan process, Accomplishments, and Success Stories. Dan Martinez stated the GCBVI Full Council should be responsible for deciding whether the Public Information Committee should develop a comprehensive or summarized Annual Report. Ted Chittenden stated at the upcoming GCBVI Full Council meeting, he would inquire whether the council members preferred a comprehensive or summarized Annual Report. Carlos Paraskevas inquired whether the Public Information Committee was responsible for developing the Annual Report. Dan Martinez stated the GCBVI was required to submit an Annual Report, and the Public Information Committee had taken that responsibility on behalf of the council. Mr. Steinmetz stated the Public Information Committee struggled to obtain reports from the committees each year and suggested the Public Information Committee develop a template for each committee to use. Janet Fisher agreed that the committee would benefit from developing a template that

the committees could use to create their Annual Report submissions. Ted Chittenden stated he sent templates to committees in the past, although he did not notice an increase in reports from the committees. David Steinmetz stated the Public Information Committee could identify the items to be included in the committee reports and if the Public Information Committee did not receive enough reports, the committee would then develop a summarized Annual Report. Dan Martinez stated that he and Carlos Paraskevas would develop an Annual Report template that committees could use to develop their reports to be included in the Annual Report. Ted Chittenden stated he could request the committee reports by June 30, 2018. David Steinmetz requested clarification regarding the different reports that the committees would be preparing. Ted Chittenden stated each committee would submit two written reports to the GCBVI Full Council regarding their progress towards completing the GCBVI Strategic Plan activities. Dan Martinez stated the biannual reports were a requirement of the council. Janet Fisher inquired whether the GCBVI Strategic Plan would be included in the Annual Report as part of an Appendix. Ted Chittenden stated the GCBVI Strategic Plan should be included in an Appendix or part of the main report due to the importance of the Strategic Plan.

GCBVI Outreach for Council Events Discussion

Ted Chittenden stated that he and several Public Information Committee members attended the E75 Diversity Builder Award Event in January, which was a well-attended event aimed to encourage employers to hire blind and visually impaired individuals. Ted Chittenden stated that Nikki Jeffords intended to obtain sponsorship for future events such as the upcoming event sponsored by Tucson Electric Power. Barbara McDonald stated the Arizona Council of the Blind (AzCB) was assisting the Employment Committee in utilizing funds towards the events. Ted Chittenden stated the Public Information Committee would offer support in marketing any future events. Ted Chittenden stated the next council attended conference would be the Arizona Technology Access Program (AzTAP) Conference in July.

Ted Chittenden stated he presented at the Orientation to Blindness Workshop in February and received a question regarding council membership processes. Mr. Chittenden stated he would be unable to provide the presentation in March, although Dan Martinez had agreed to provide that presentation during the Orientation to Blindness Workshop. Carlos Paraskevas stated he would provide the presentation regarding the AzCB.

GCBVI Outreach Materials for Council Events

Ted Chittenden stated the committee had discussed the types of documents that the council should distribute at conferences and events and noted that the previously discussed brochure and rack card could be included. Dan Martinez stated the committee should consider the audience at each event when developing council outreach materials. Dan Martinez stated the current council brochures could be condensed to be more eye-catching for individuals attending the conferences.

Database Discussion

Janet Fisher stated she compared the February 2018 EyeKnow.AZ statistics to the February 2017 statistics. Ms. Fisher stated the number of sessions and the number of individual users were approximately twice as high in 2018 compared to 2017. Dan Martinez stated the council distributed information regarding the EyeKnow.AZ database at all council events, which would increase traffic to the site. Ted Chittenden inquired whether any organizations included in the database had requested changes to their information included in the database. Janet Fisher stated that Sara Muth, Secretary of State I.T. made some corrections to the EyeKnow.AZ database. David Steinmetz inquired whether Rehabilitation Services Administration (RSA) informed the GCBVI of any changes to the database. Carlos Paraskevas stated he was in the process of following up with organizations with incorrect emails in the database. Dan Martinez stated the RSA staff member that was updating the RSA Resource Directory was no longer with RSA, and he was unsure whether anyone was updating the resource directory. Janet Fisher stated her understanding that individuals could print out the EyeKnow.AZ database if needed.

VRATE Discussion

Ted Chittenden inquired whether the Vision Rehabilitation and Assistive Technology Expo (VRATE) Committee had decided to offer different tracks at VRATE. Barbara McDonald noted the VRATE Committee had several new members and had not decided on whether to offer different tracks. Carlos Paraskevas stated the VRATE Committee had not received all the presentation letters from the vendors, which would determine the types of tracks the VRATE Committee would potentially offer. Barbara McDonald noted that anyone interested in participating on the VRATE Committee could let her know. She added that the date for the next VRATE would be on November 16, 2018.

Social Media Discussion

Barbara McDonald stated she developed a council Facebook post and forwarded it to Lindsey Powers to post on the webpage. Lindsey Powers stated that Barbara McDonald created a great Facebook post.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, April 24, 2018, 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:

- GCBVI Annual Report Discussion
- Social Media Discussion
- GCBVI Strategic Plan Discussion
- GCBVI Outreach Discussion
- VRATE Discussion
- Database Discussion

Announcements

Barbara McDonald stated the AzCB would hold their Membership meeting on April 28, 2018 at ACBVI and that breakfast and lunch would be offered.

Ted Chittenden stated that Dick Monaco, Arizona Industries for the Blind (AIB) CEO would be retiring, and AIB was currently accepting resumes from individuals interested in the position. Dan Martinez encouraged qualified blind or visually impaired individuals to apply for the position.

Dan Martinez announced that RSA had a Federal Monitoring Visit and would receive a formal report in approximately six months.

Carlos Paraskevas stated the Arizona Center for the Blind and Visually Impaired (ACBVI) would sponsor a Dinner in the Dark event.

Public Comment

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

Adjournment of Meeting

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