

Draft
Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes

April 2, 2019

Members Present

Ted Chittenden
Dan Martinez
David Steinmetz
Janet Fisher

Members Absent

Staff Present

Lindsey Powers

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:08 pm in the Stillwell Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made, and a quorum was present.

Approval of February 19, 2019 Meeting Minutes

Janet Fisher moved to approve the minutes of the February 19, 2019 Public Information Committee meeting. Dan Martinez seconded the motion. Janet Fisher requested the minutes be corrected to reflect the accurate H.B. discussed. The amended minutes were approved by unanimous voice vote.

GCBVI Annual Report Discussion

Ted Chittenden stated that he announced at the GCBVI Full Council meeting that he was requesting all Committee Chair reports for the Annual Report by June 30, 2019. He noted that he would remind the council members at the upcoming Full Council meeting in May as well. Ted Chittenden stated the Public Information Committee members should request client success stories from Vocational Rehabilitation (VR) and the blindness agencies for inclusion in the Annual Report. David Steinmetz inquired whether the committee had a client success story form or template for the organizations to use. Ted Chittenden stated he was not aware of a client success story template

although the committee could develop one if needed. He noted that some organizations provided pictures of the clients and that some organizations used the individual's full name or just the individual's first name. Dan Martinez inquired whether there would be a theme for the GCBVI Annual Report. Ted Chittenden stated he had not planned to have a theme, although he was open to suggestions from the committee.

Dan Martinez expressed his concern regarding the progress of the council's Strategic Plan, which had been included in the previous Annual Report. Janet Fisher stated the Employment Committee had been active in the development of the Employer rack cards and holding the E75 Breakfast event. Dan Martinez stated that several committees had been active, although he was unsure whether those activities related to the GCBVI Strategic Plan. Ted Chittenden stated that Bob Kresmer had indicated that he would discuss the progress of the Strategic Plan at upcoming meetings. Dan Martinez noted that committees should provide updates on their progress towards completing Strategic Plan tasks. Mr. Martinez noted the Public Information Committee often struggled to obtain the committee reports, when the committees were responsible for providing those reports. Ted Chittenden stated the Public Information Committee had discussed using the committee's Strategic Plan reports for inclusion in the Annual Report, although the council had not identified due dates for the reports. Ted Chittenden stated he would discuss the issue at the next Executive Committee meeting.

Committee Membership Discussion

Ted Chittenden stated the local Arizona Council of the Blind of Arizona (AzCB) Phoenix chapter had not met recently, although he did announce that the Public Information Committee was seeking members with public media backgrounds. Dan Martinez inquired whether John McCann had applied for council membership. Lindsey Powers stated she had not received Mr. McCann's membership application. Ted Chittenden stated his understanding that John McCann was in the process of completing his application and noted that Mr. McCann had media background. Dan Martinez suggested the committee contact Arizona State University and inquire whether any students in the School of Journalism would be interested in volunteering on the committee. David Steinmetz inquired whether representatives from the blindness organizations participated on the council. Ted Chittenden stated that Jim LaMay from the Arizona Center for the Blind and Visually Impaired (ACBVI) was a member of the council and Mike Gordon represented SAAVI Services for the Blind. He added that the council did not currently have representation from the Foundation for Blind Children (FBC) or Arizona Industries for the Blind (AIB). David Steinmetz stated the committee could

recruit representation from those organizations and specifically target individuals that provided community outreach. Ted Chittenden stated he would contact Gail Wilt, regarding SAAVI representation.

GCBVI Outreach Discussion

Ted Chittenden stated he was not contacted regarding the Introduction to Blindness Workshops in March or April. He noted that the council had expressed concerns regarding the workshops at the previous Full Council meeting. David Steinmetz stated there was a workshop in March and Beverly Reghabi, Rehabilitation Services Administration (RSA)/SBVID Supervisor had contacted Bob Kresmer, who had provided a presentation regarding the council. Mr. Steinmetz stated that RSA indicated that someone had reached out to AIB, although he would need to update the contact information from AIB. David Steinmetz stated he had not received notice of the April workshop date. Ted Chittenden stated he would contact Bob Kresmer and inquire whether he would be interested in providing the GCBVI presentations for future workshops.

Ted Chittenden stated he had not heard from the Lion's Club and whether the organization would hold a conference. He noted the Arizona Technology Access Program (AzTAP) would conference would be in July. Lindsey Powers stated the AzTAP Conference would be held July 15 and 16 at We Ko Pa Resort in Scottsdale. Ted Chittenden stated that Lindsey Powers could send the AzTAP information to the council members and he planned to attend one of the days. David Steinmetz stated the Lion's Club held a conference in February, although he was unsure whether the organization would hold another conference. Dan Martinez stated that he attended the Association for the Education and Rehabilitation of the Blind and Visually Impaired (AER) Conference and provided an Essential Employment Skills presentation. Mr. Martinez stated he did not bring information regarding the EyeKnow.AZ database, although he would consider bringing information to future events. Ted Chittenden inquired whether the committee should consider having a presence at the Fall AER Conference. Dan Martinez stated he would forward the AER contact to Ted Chittenden.

David Steinmetz stated the Employment Committee held an E75 Employer Roundtable in March. Mr. Steinmetz stated that a visually impaired individual spoke about his employment experience, an attorney provided a presentation on ADA accommodations, an HR professional spoke about onboarding processes and an individual provided an AT presentation. David Steinmetz stated the employers were then able to ask questions of any of the presenters. David Steinmetz stated the Employment Committee planned to hold more quarterly events, although the next event had not been

scheduled yet. Ted Chittenden inquired whether the Employment Committee would like the Public Information Committee to assist with promoting the events. David Steinmetz stated the Employment Committee was interested in targeting HR professionals for upcoming events and would welcome assistance from the Public Information Committee. Ted Chittenden stated the Public Information Committee would be happy to assist in promoting future events.

Database Discussion

Ted Chittenden stated that Bob Kresmer raised concerns regarding the EyeKnow.AZ database resources, which could potentially be outdated and encouraged the Public Information Committee to work with the AT Committee on the database. Ted Chittenden stated that he assured Mr. Kresmer that the Public Information Committee had worked with and would continue to work with the AT Committee on the EyeKnow.AZ database. Ted Chittenden stated his understanding that a committee member had updated the database previously. Janet Fisher stated that Carlos Paraskevas had contacted the resources in the database and requested that individuals verify their information and notify the committee of any updates. Ms. Fisher stated that Lindsey Powers was able to update any resources in the database. Janet Fisher stated that she felt that the Public Information Committee had already made efforts to update the database and had also connected with the AT Committee. David Steinmetz stated the GCBVI also questioned whether RSA still provided a print Resource Directory to new VR clients. Dan Martinez stated that new VR clients did not receive a print Resource Directory.

Janet Fisher stated that some of the EyeKnow.AZ statistics, such as the number of sessions and the number of users had increased. Dan Martinez stated that Lindsey Powers sent a link to the EyeKnow.AZ database to the Pima County on Aging for inclusion in their Resource Directory. Ted Chittenden noted the EyeKnow.AZ database had been included under the Deaf Resources because the Resource Directory did not have the Blind Resources listed yet. Janet Fisher stated she was searching the AZ Links database and inquired whether the EyeKnow.AZ database should be included. Ted Chittenden stated the committee could contact the organization and inquire whether the EyeKnow.AZ database could be included if there was no fee to do so. Lindsey Powers stated she would contact AZ Links and inquire whether the EyeKnow.AZ database could be included.

Social Media Discussion

Lindsey Powers stated the GCBVI Facebook statistics had decreased slightly in March compared to February. Ted Chittenden inquired whether the committee should conduct a poll of the type of information that the Facebook followers would to see included. David Steinmetz stated the committee could grow the Facebook following by networking with other organizations. He stated that if an organization liked a GCBVI Facebook post and encouraged other organizations to like the post, the council could grow the following. Mr. Steinmetz stated the council could also create posts regarding any outreach or events that council members were attending. Ted Chittenden stated the Committee on Deaf-Blind Issues was active in the community and those activities could be included on the council Facebook page. Dan Martinez stated that any council and committee meetings could also be included on the council Facebook page, and the public could be invited to attend.

VRATE Discussion

Dan Martinez stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) was scheduled for November 15 and 16th and the Glendale Civic Center. Mr. Martinez stated the Presentation Committee had not identified presentations, although some presentations had been discussed. Ted Chittenden inquired whether the Assistive Technology (AT) Committee or any other committees would present at VRATE. Dan Martinez stated the conference would be held on two days, which would allow teachers or students to attend the conference. He noted that the Education Committee could potentially provide a presentation to reach that audience as well. Ted Chittenden inquired whether the committees would present on the same day or on different days. Dan Martinez stated the committees should plan to present on the days that would reach the most individuals.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, May 28, 2019, from 2:00 pm to 3:30 pm. in the Stillwell Conference Room, at 515 N. 51st Avenue, Phoenix, AZ. Agenda items are as follows:

- GCBVI Strategic Plan Discussion
- Annual Report Discussion
- Committee Membership Discussion
- GCBVI Outreach Discussion
- Database Discussion

- Social Media Discussion

Announcements

Ted Chittenden announced that the Arizona Council of the Blind (AzCB) Annual Conference would be held on May 3, 2019 at ACBVI from 9:00-4:00 pm.

Dan Martinez suggested that council members review the Executive Order that created the council specifically the language indicating that the council was an advisory council and should not provide services.

David Steinmetz announced that he toured SAAVI, FBC, and ACBVI with Terell Welch, Employment Engagement Administration and the National Disability Inclusion Manager and Talent Acquisition Manager from Farmers Insurance. Mr. Steinmetz stated they received an understanding of what clients go through to become job ready.

Public Comment

A call was made to the public with no response's forthcoming.

Adjournment of Meeting

Dan Martinez moved to adjourn the meeting; Janet Fisher seconded the motion. A voice vote was taken, and the motion passed unanimously. The meeting stood adjourned at 3:15 pm.