

**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Public Information Committee Meeting Minutes**  
April 24, 2018

**Members Present**

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

**Members Absent**

David Steinmetz

**Staff Present**

Lindsey Powers, Council Liaison  
\*Teleconferenced

**Guests Present**

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**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 March 13, 2018 Meeting Minutes**

Dan Martinez moved to approve the minutes of the March 13, 2018 Public Information Committee meeting. Barbara McDonald seconded the motion. The committee approved the minutes by unanimous voice vote.

**GCBVI Annual Report Discussion**

Ted Chittenden stated he discussed the GCBVI Annual Report at the previous GCBVI Full Council meeting, although nothing had been decided regarding the committee reporting processes. Dan Martinez suggested that Ted Chittenden distribute an outline of the GCBVI Annual Report Committee reports to the Committee Chairs as examples of what the Public Information Committee was looking for. Ted Chittenden stated the Public Information Committee had decided to give the committees until the end of June to provide their committee reports. Mr. Chittenden inquired whether the committee would like to include client success stories in the GCBVI Annual Report. Barbara McDonald stated the GCBVI Annual Report should include client success stories and she agreed to contact someone from the Arizona Center for the Blind and Visually Impaired (ACBVI). Ted Chittenden stated

he would contact someone from Foundation for Blind Children (FBC) regarding client success stories. Carlos Paraskevas stated he would contact SAAVI Services for the Blind and Lindsey Powers agreed to request success stories from Rehabilitation Services Administration (RSA). Dan Martinez suggested that Ted Chittenden request that each GCBVI council member send a brief biography and picture to be included in the GCBVI Annual Report. Ted Chittenden agreed to request the committee reports, council member biographies and pictures at the upcoming GCBVI Full Council meeting. Dan Martinez stated the GCBVI Annual Report typically included a letter from the GCBVI Chair and RSA Administrator. Mr. Martinez stated the council could also request a letter from Services for the Blind Visually Impaired and Deaf (SBVID) Program Manager, Rich Sorey.

### **Social Media Discussion**

Ted Chittenden stated that Facebook had been under scrutiny recently regarding member information privacy and inquired whether the council should continue to have a council Facebook page. Dan Martinez stated the council Facebook page did not include any personal information and would not be affected by the privacy concerns. Barbara McDonald stated she intended to develop a Facebook post that would recommend movie theater accommodations included in the EyeKnow.AZ database as recreational activities for summer. Ted Chittenden inquired whether the council Facebook page had increased visitors. Dan Martinez stated the council Facebook page was slowly increasing the number of visitors. Lindsey Powers stated the most recent post reached 53 individuals and noted that the Arizona Braille and Talking Book Library had shared some of the council's Facebook posts, which had likely increased traffic to the page. Ted Chittenden inquired whether the council should consider developing additional social media pages. Dan Martinez stated the council should concentrate on the council Facebook page.

### **GCBVI Strategic Plan Discussion**

Ted Chittenden stated he distributed the GCBVI Annual Report Progress Notes document that included the committee's progress towards completing the Strategic Plan goals. Ted Chittenden reviewed the outcomes that the Public Information Committee was responsible for completing:

Employment 2d) Implementation of an ongoing employer education campaign

Notes: In progress

Ted Chittenden stated he distributed the Employer brochure the Public Information Committee developed to the Employment Committee and Terell

Welch responded positively to the brochure. Ted Chittenden noted that the outcome would continue to be a goal of the committee.

Independent Living 1) ILB funding is increased and services to older blind consumers is stable and sustained

Notes: Haven't heard from Legislative Committee yet

3a) Public service agencies receive regular feedback regarding accessibility

Notes: Task not yet begun; waiting to hear from Legislative Committee

Dan Martinez stated the Public Information Committee had updated the EyeKnow.AZ database to include website accessibility information. Mr. Martinez stated the Public Information Committee could continue to provide outreach regarding website accessibility at events.

Council Integrity 1) GCBVI is recognized as a critical council in Arizona that is equal to that of the State Rehabilitation Council for blind services

Notes: Waiting on Executive Committee

Dan Martinez stated the Public Information Committee was in the process of developing a GCBVI Annual Report, which would raise awareness of the council's accomplishments.

2c) GCBVI is recognized as an information and referral resource for both consumers and agencies and businesses that serve blind consumers

Notes: This will always be a work in progress

3b) Public awareness of the GCBVI is raised and positive outcomes are common knowledge

Notes: This will always be a work in progress; attending AzTAP in July and VRATE in November

Dan Martinez noted that Amy Porterfield presented at the State Rehabilitation Council (SRC) Full Council regarding the purpose and activities of the GCBVI, which increased awareness of the council as well.

Ted Chittenden agreed to make the suggested changes to the GCBVI Annual Report Progress Notes and submit to the Public Information Committee for comments prior to submission to the council. Dan Martinez suggested that Ted Chittenden remove the rows including outcomes the Public Information Committee was not responsible for.

## **GCBVI Outreach Discussion**

Ted Chittenden stated he provided a presentation during the April Orientation to Blindness Workshop and noted that he received a question regarding the advisory role of the council. Ted Chittenden stated that he would be able to provide the presentation for the May Workshop as well. Ted Chittenden inquired whether the GCBVI was scheduled to attend the Arizona Technology Access Program (AzTAP). Lindsey Powers stated the council was registered to attend AzTAP on July 9 and 10 at We-Ko-Pa Resort. Ted Chittenden asked that Lindsey Powers email the council members requesting participation at AzTAP and he noted that he would be able to attend one of the days. Lindsey Powers stated she would request council participation at the upcoming AzTAP conference.

Dan Martinez stated the Public Information Committee had previously developed rack cards for the Employment Committee regarding the benefits of employing blind and visually impaired individuals. Dan Martinez inquired whether the committee had decided on using those rack cards. Ted Chittenden stated he would like to partner with the Employment Committee on developing the rack cards. Ted Chittenden stated that he would contact Nikki Jeffords, Employment Committee Chair, regarding how she would like to proceed with developing the rack cards and potentially attend an Employment Committee meeting.

### **VRATE Discussion**

Barbara McDonald stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) Speakers Committee was seeking speakers that would appeal to all ages of individuals attending the event. Barbara McDonald stated the Assistive Technology (AT) Committee requested two hours for their presentation. She added that the VRATE Committee was interested in potentially having an Employment Panel of employers that hired blind and visually impaired individuals as well as a panel of successfully hired blind and visually impaired individuals. Ted Chittenden stated that George Martinez could potentially serve on the panel of employed blind and visually impaired individuals. Dan Martinez stated that Carlos Paraskevas would present on soft skills, which was included in all blindness programs currently. Dan Martinez noted that many blind and visually impaired individuals had the technical skills necessary but lacked soft skills. Ted Chittenden inquired whether VRATE intended to offer different tracks. Dan Martinez stated as individuals signed up to present at VRATE, the VRATE Committee would categorize those presentations under the appropriate track so the audience would have a better understanding on the topic of the presentation. Ted Chittenden inquired whether the council had signed up to attend VRATE. Dan Martinez stated the exhibitor registration had not been distributed yet. Mr. Martinez stated that VRATE would request presentations from RSA on

Independent Living (IL), Self-Employment and the Business Enterprise Program (BEP).

## **Database Discussion**

Janet Fisher stated the March EyeKnow.AZ usage statistics remained stable. Ted Chittenden inquired regarding the updates to the database. Carlos Paraskevas stated that his schedule had not allowed him to research the correct emails, although he had forwarded new resource entries to Lindsey Powers, who entered them into the database. Dan Martinez inquired whether the Arizona Braille and Talking Book Library had opportunities to provide outreach regarding the database. Janet Fisher stated the Outreach Librarian distributed information regarding the database at events that she attended, and library visitors received the information as well. Dan Martinez stated that he and Carlos Paraskevas attended a job fair and brought the information with them as well. Carlos Paraskevas noted that the new counselors he spoke to were not aware of the database. Janet Fisher stated when she attended events, she would mention the EyeKnow.AZ database to vendors as a resource that would lead to additional information. Ted Chittenden stated when he presented at the Orientation to Blindness Workshop, he always invited individuals to visit the website as well as to join a GCBVI committee. Lindsey Powers stated her understanding that Rich Sorey's, Administrative Assistant, Toni Grimm, would be updating the RSA Resource Directory. Dan Martinez suggested that Carlos Paraskevas contact Ms. Grimm to collaborate on any update efforts. Janet Fisher inquired why the Resource Directory would be updated when the EyeKnow.AZ database could be printed. Dan Martinez agreed and noted that Mr. Paraskevas could mention that.

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

The next meeting of the Public Information Committee will be on Tuesday, June 5, 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
- GCBVI Strategic Plan Discussion
- Social Media Discussion
- GCBVI Outreach Discussion
- VRATE Discussion
- Database Discussion

## **Announcements**

Barbara McDonald wished a Happy Birthday to the committee member whose birthday was on April 30, 2018.

Barbara McDonald stated the Arizona Council of the Blind (AzCB) would hold their Membership meeting on April 28, 2018 at ACBVI and that breakfast and lunch would be offered. Ted Chittenden noted that the Officer Elections would take place during the meeting.

Barbara McDonald stated she was sad to hear that the Arizona Braille and Talking Book Library did not receive the Best Library Award. Janet Fisher stated the library would try to receive the award next year.

### **Public Comment**

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

### **Adjournment of Meeting**

Dan Martinez 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 3:25 pm.