

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
May 28, 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 2:03 pm in the Stillwell Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made, and a quorum was present.

Approval of April 2, 2019 Meeting Minutes

Dan Martinez moved to approve the minutes of the April 2, 2019 Public Information Committee meeting. Janet Fisher seconded the motion. The minutes were approved by unanimous voice vote.

GCBVI Strategic Plan Discussion

Ted Chittenden stated that GCBVI Chair, Bob Kresmer, mentioned the GCBVI Executive Committee would meet to discuss the Strategic Plan, although the committee had not met since the GCBVI Full Council meeting.

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. Mr. Chittenden noted that Lindsey Powers agreed to send reminders to the committee Chairs regarding the report due date. Ted Chittenden inquired whether any committee members were successful in

obtaining client success stories. Dan Martinez stated that David Steinmetz received a client success story from the Arizona Industries for the Blind (AIB) if the committee would like to include an AIB success story. David Steinmetz stated that he would reach out to Rehabilitation Services Administration (RSA) and the comprehensive service providers to request client success stories. Ted Chittenden inquired whether David Steinmetz would like help in contacting the organizations. David Steinmetz stated that he would be happy to contact the organizations. Dan Martinez inquired whether the client success stories should be submitted by the end of June. Ted Chittenden stated his preference that the client success stories be submitted by the end of June or mid-July in order to be included in the Annual Report. Dan Martinez inquired whether the committee would like to include a success story from the Business Enterprise Program (BEP). Ted Chittenden stated the Annual Report could include a success story from BEP.

Committee Membership Discussion

Ted Chittenden stated that he had not contacted Arizona State University (ASU) regarding potential student participation with the Public Information Committee although he did express the need for committee membership at the local Arizona Council of the Blind of Arizona (AzCB) Phoenix chapter meeting. Ted Chittenden inquired whether any committee members heard from individuals interested in becoming a committee member. Dan Martinez stated that David Steinmetz contacted former council member Roberta Crowe, although she indicated that she would be unable to participate on the committee. Dan Martinez suggested that Ted Chittenden make an announcement at the next GCBVI Full Council meeting and request assistance in recruiting committee members.

GCBVI Outreach Discussion

Ted Chittenden stated that RSA was able to contact him regarding the Introduction to Blindness Workshops in April through a personal cell phone and he gave the council presentation. Ted Chittenden stated that he had previously signed up with a contract that did not allow third party nuisance calls, and he suspected that RSA's calls had been put on that list. Mr. Chittenden stated that he contacted his phone service provider and requested to be removed from the list, which would hopefully alleviate any issues in the future. Ted Chittenden stated that during the Introduction to Blindness Workshop, he received a question regarding whether the EyeKnow.AZ database included updated information regarding upcoming events. Ted Chittenden stated that Jim LaMay inquired regarding the lack of workshops at the Full Council meeting, to which RSA indicated that blind or visually impaired clients could choose whether to participate in the

workshops. David Steinmetz inquired whether a council member had agreed to be a backup for providing the council presentation at the workshops. Ted Chittenden stated that Dan Martinez had provided the presentations in the past, although he would contact Bob Kresmer regarding Mr. Kresmer's interest in being a backup presenter. David Steinmetz stated that he would volunteer to be a backup as well. Mr. Steinmetz stated that RSA had also indicated that the Vocational Rehabilitation (VR) counselors were providing the information that would be covered during the Introduction to Blindness Workshops, which would reduce the number of workshops. Ted Chittenden stated the council had expressed concern regarding the lack of training for the Rehabilitation Counselors of the Blind (RCB)s to provide that information. Dan Martinez stated there should be a system so that the same documents or materials were distributed to the clients to ensure that every client received the same information. David Steinmetz stated his understanding that clients received binders at the Introduction to Blindness Workshops, although the information might not be current. Ted Chittenden stated that he would contact Beverly Reghabi, Rehabilitation Services Administration (RSA)/SBVID Supervisor regarding the information included in the workshop binders. Ted Chittenden agreed that there should be a system for the counselors to distribute the information. Ted Chittenden noted that RSA had indicated there was a conflict between the council members that were also vendors in providing the training to counselors.

Ted Chittenden stated the Arizona Technology Access Program (AzTAP) conference was scheduled for July 15 and 16 at We Ko Pa Resort in Scottsdale and inquired whether any council members had agreed to volunteer to staff the council table at the event. Lindsey Powers stated that no council members had agreed to volunteer at the table yet. Ted Chittenden requested that Lindsey Powers send out a reminder to council members regarding the event. Janet Fisher inquired whether the council would have a table at AzTAP. Lindsey Powers stated the council would share a table with RSA at AzTAP. Ms. Fisher inquired whether the council members that volunteered to staff the table would be registered to attend the event. Lindsey Powers stated that council members would not automatically be registered to attend the event but would be attending as volunteers at the table.

Ted Chittenden stated the National Braille Association would be holding their annual convention in October and inquired whether the committee members would be interested in attending the event. Dan Martinez inquired regarding the audience that would be attending the event. Ted Chittenden stated most of the audience would be Braille transcribers. Janet Fisher inquired regarding the number of attendees at the conference. Ted Chittenden stated he was unsure regarding the number of attendees. Dan Martinez

inquired whether the conference was regional or statewide. Ted Chittenden stated the conference was a national conference, which was held in different cities each year. Dan Martinez stated the audience would not be the ideal audience to discuss the council's activities. David Steinmetz agreed that there would not be a benefit to staffing a table at such an event. Janet Fisher stated the conference was a professional development conference for the National Braille Association and inquired whether the council would encourage members to present at such an event. Dan Martinez stated there was a benefit for national organizations to be familiar with the council, although in Arizona, the blindness services were combined and might not fit in with the national model. David Steinmetz stated that Dan Martinez had presented at the Association for the Education and Rehabilitation of the Blind and Visually Impaired (AER) regarding the Essential Employment Skills, which was an appropriate audience for that message. Ted Chittenden agreed about the benefit to promoting the council, although the council should target blind and visually impaired individuals as well as the general public.

Dan Martinez stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) Board continued to plan for the expo, although the Board did not currently have sufficient funds to hold a two-day event. Ted Chittenden stated that George Martinez had indicated that more exhibitors expressed interest in attending the event, which would hopefully provide more funding. Ted Chittenden inquired regarding the council participation at VRATE. David Steinmetz stated that the Assistive Technology (AT) and Employment Committees would provide a joint presentation on AT and worksite assessments, and the Education Committee would also provide a presentation. Ted Chittenden inquired whether the committees would provide their presentations on the same day. Dan Martinez stated the Education Committee's presentation might be more appropriate on Saturday, which would include students, teachers, and parents. He noted the AT Committee/Employment Committee presentation would likely be scheduled for Friday.

David Steinmetz stated that he would be attending an event on June 10, 2019 at the Sunbird Golf Course, supporting the Chandler Lion's Club and would discuss the GCBVI and the EyeKnow.AZ website. Ted Chittenden inquired whether David Steinmetz would require any council materials or information regarding EyeKnow.AZ. David Steinmetz stated that Dan Martinez had an ample supply of materials that he could use. Dan Martinez stated that the council had not toured AIB in quite some time, and AIB would invite the council to take a tour of the facility. Mr. Martinez stated the tour could be scheduled prior to a Full Council meeting, which would be approximately 11:00 or 11:30.

Database Discussion

Ted Chittenden stated that in reviewing the database statistics, he was surprised that the average time spent on the site was 18 seconds. Janet Fisher stated that individuals could be locating their information quickly and were directed to the appropriate website. Dan Martinez stated that historically, the database usage increased after events where council members distributed information about the database. Janet Fisher inquired whether the committee would like to consider including additional resources or expanding current categories in the database. David Steinmetz stated his agreement with expanding the categories, although the committee did not have enough members to conduct that research. Janet Fisher inquired whether RSA recommended specific resources to individuals. Ted Chittenden stated that when he received VR services in 2011 and 2012, he received the print Resource Directory, although RSA did not recommend a specific resource to remain equitable. Janet Fisher stated that the Full Council members might be able to offer additional resources that could be added to the database. Ms. Fisher noted that the Foundation for Blind Children (FBC) was included in the database, although their Braille service was not included in their organization's description. David Steinmetz stated that Carlos Paraskevas had contacted the organizations included in the database requesting updates. Mr. Steinmetz stated that the organizations included should be responsible for reviewing their information and offering any updates. Ted Chittenden stated he could contact FBC and request the organization review their information in EyeKnow.AZ and offer any updates.

Ted Chittenden stated the committee could include additional information regarding descriptive video services. Dan Martinez stated that he would review the accessibility services offered in museums currently and include that information into the database. Mr. Martinez stated the database could also include information regarding ophthalmology and optometry organizations, although the committee should refrain from including all doctors. David Steinmetz stated that platforms such as LinkedIn offered resource guides from small businesses for blind and visually impaired individuals, although he had not purchased any of those guides. He noted that he would contact Sue Kay Kneifel regarding the status of the print Resource Directory. Ted Chittenden inquired whether the committee would like to run another announcement on Sun Sounds. Dan Martinez stated the Department of Economic Security (DES) included announcements regarding EyeKnow.AZ regularly, although the committee could request that an advertisement be run on Sun Sounds. Janet Fisher stated she would contact Sun Sounds and inquire whether they would run an advertisement regarding EyeKnow.AZ. Ted Chittenden stated his understanding that information regarding EyeKnow.AZ was also included on the council Facebook page.

Social Media Discussion

Ted Chittenden stated that Dan Martinez had provided a potential Facebook post regarding an accessible game and suggested that the post include a link to the game. Dan Martinez stated that he was unsure whether it would be appropriate to post the article that endorsed a specific game, although the game concept was intriguing. David Steinmetz inquired whether the article about a game would be an appropriate message from the GCBVI. Ted Chittenden stated the social aspect of the game was nice for blind and visually impaired individuals and suggested the information be shared through the AzCB. Janet Fisher stated the Facebook post could also mention other games included in EyeKnow.AZ and direct individuals to the database. Dan Martinez stated the council Facebook post offered information and referral, which could include information about an accessible game. He noted that he could preface the information with a link to the EyeKnow.AZ database, which included information about other games. Ted Chittenden suggested the committee include the Falling Squirrel company in the database and then refer to them in the Facebook post. Dan Martinez stated he would follow up regarding the game company prior to posting the information.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, July 9, 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:

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

Announcements

There were no announcements.

Public Comment

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

Adjournment of Meeting

David Steinmetz 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 3:20 pm.