

Governor's Council on Blindness and Visual Impairment (GCBVI)
E75 Workgroup Meeting Minutes
June 7, 2017

Members Present

Dan Martinez*
Kryslen Holt*
Nikki Jeffords*

Members Absent

Jordan Moon

Staff Present

Lindsey Powers, Admin. Assist.
*Teleconferenced

Guests Present

Tanner Gers*

Call to Order and Introductions

Dan Martinez called the meeting to order at 12:00 am in the Council Staff Office, Phoenix, AZ. Introductions were made a quorum was present.

Approval of May 3, 2017 Meeting Minutes

The May 3, 2017 E75 Newsletter Workgroup meeting minutes were approved by unanimous voice vote.

E75 Newsletter Discussion

Kryslen Holt stated she would forward the E75 Newsletter draft to the workgroup for review, although Ms. Holt indicated that she felt the newsletter was too long. Nikki Jeffords inquired whether the newsletter included graphics. Kryslen Holt stated she included the logo at the top of the newsletter, although she needed the vector file of the logo. Lindsey Powers stated she would request the vector file of the E75 logo from the Department of Economic Security (DES) Graphics Unit. Nikki Jeffords inquired whether the newsletter included links to further information. Kryslen Holt stated the newsletter included the articles and information about the GCBVI. Kryslen Holt stated she hoped the individual reading the newsletter did not have to scroll down in order to read all of the articles. Tanner Gers inquired whether the newsletter could include hyperlinks in the Table of Contents so the reader could go directly to the article he or she wanted to read. Kryslen Holt stated she could try to include hyperlinks in the Table of Contents. Nikki Jeffords inquired whether the articles could be condensed to develop a shorter newsletter. Kryslen Holt stated she liked the

overall layout of other newsletters that she received. Dan Martinez stated he liked the overall layout of the E75 Newsletter draft and inquired whether the pictures could be aligned. Mr. Martinez noted he felt the E75 logo at the top looked good. Kryslen Holt stated she was unsure why the pictures were not aligning properly. Tanner Gers suggested Kryslen Holt create the newsletter in Microsoft Word, wrap the text around the pictures, and copy and paste the newsletter into Mail Chimp. Kryslen Holt stated she would continue to work on the newsletter. Nikki Jeffords stated the workgroup had identified the content to be included in the newsletter, and just needed to modify the formatting of the newsletter.

Nikki Jeffords stated the workgroup would need to develop the email distribution list of employer emails, and expand the list over time. Kryslen Holt stated the Employment Committee members could send out the link for individuals to subscribe to the newsletter and then begin distributing the newsletter to their contacts. Nikki Jeffords stated the newsletter could be forwarded to the GCBVI Full Council members as well. Ms. Jeffords stated a link to the E75 Newsletter could be added to the E75 Linked In page also. Tanner Gers stated the E75 Newsletter could be a post on the Linked In page. Dan Martinez stated the workgroup had the email distribution list of the employers that attended the previous award event. Kryslen Holt stated she had the list of email distribution list, although the Employment Committee did not have the emails from all the employers that attended. Kryslen Holt stated she could begin sending the link to individuals to subscribe to the newsletter and then distribute the newsletter once it was completed. Tanner Gers inquired whether the Employment Committee had developed an E75 Facebook page. Nikki Jeffords stated the committee had not developed an E75 Facebook page yet, although the committee had developed the E75 Linked In page. Dan Martinez stated the E75 Facebook page could have several Administrators also. Nikki Jeffords stated she would develop an E75 Facebook page and stated she would inquire with Jeff Bishop, Assistive Technology (AT) Chair regarding the E75 website domain name. Nikki Jeffords inquired regarding the name of the email distribution list. Ms. Jeffords suggested the distribution list name be E75 Blindness Diversity Builders Newsletter. Nikki Jeffords inquired whether the workgroup intended to distribute the newsletter quarterly. Dan Martinez stated the workgroup could distribute the newsletter quarterly and more often if needed. Nikki Jeffords suggested the first newsletter be distributed in early July.

Agenda and Date for Next Meeting

The next meeting of the E75 Newsletter Workgroup would be on June 21, 2017 from 12:00-1:00 pm in the Council Staff Office, Phoenix, AZ. Agenda items are as follows:

- E75 Newsletter Discussion

Announcements

Nikki Jeffords announced that Kirk Adams, American Foundation for the Blind (AFB), would be the keynote speaker at the Vision Rehabilitation and Assistive Technology Expo (VRATE). Ms. Jeffords stated Mr. Adams had connections with the U.S. Business Leadership Network and would potentially share information with Ms. Jeffords.

Public Comment

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

Adjournment of Meeting

Kryslen Holt motioned to adjourn the meeting. Nikki Jeffords seconded the motion. The meeting was adjourned at 12:40 p.m.