

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
June 13, 2017

Members Present

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

Members Absent

Staff Present

Lindsey Powers, Admin. Assistant
*Teleconferenced

Guests Present

Amy Porterfield*

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:00 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 May 16, 2017 Meeting Minutes

Dan Martinez moved to approve the minutes of the April 4, 2017 Public Information Committee meeting. Barbara McDonald seconded the motion. Ted Chittenden suggested the minutes be amended to reflect the changes Janet Fisher suggested regarding the EyeKnow.AZ database statistics. The committee approved the amended minutes by unanimous voice vote.

GCBVI Town Hall Meeting Invite Discussion

Ted Chittenden stated Dan Martinez drafted a Public Announcement to be distributed to the community inviting community members to attend the GCBVI Full Council meeting on July 21, 2017, which would include a Town Hall discussion during the second half of the meeting. Ted Chittenden suggested the date on the announcement be changed to reflect the correct date of the meeting. Mr. Chittenden inquired whether individuals from the community could attend the Tucson videoconference site. Dan Martinez stated individuals could attend any of the Rehabilitation Services Administration (RSA) videoconference sites. Dan Martinez inquired whether

the videoconference site addresses were correct on the announcement. Lindsey Powers stated she would make the changes to the addresses and forward to the committee for distribution. Mr. Martinez inquired regarding the time that the GCBVI Full Council would begin the Town Hall portion of the meeting. Amy Porterfield stated she intended for the Town Hall portion to begin at 2:00 pm, and she would make that announcement at the beginning of the meeting. Ted Chittenden stated the Public Information Committee should extend Town Hall invitations to Sun Sounds, SAAVI Services for the Blind, Foundation for Blind Children (FBC), and all consumer groups. Ted Chittenden inquired whether the committee should send invitations to community members via email or personally invite them to attend the meeting. Amy Porterfield suggested the committee email community members, and personally invite the individuals that were less active in the community. Dan Martinez stated the committee could request the Department of Economic Security (DES) include an announcement in their public announcements as well as the consumer groups listservs. Mr. Martinez inquired how the committee could extend invitations to individuals in Yuma and Flagstaff. Amy Porterfield stated the committee could reach out to the Northern Arizona University (NAU) Student Services and to the SAAVI Services for the Blind in Yuma, as well as Services Maximizing Independent Living and Empowerment (S.M.I.L.E). Janet Fisher suggested the Town Hall invitation should be extended to the Emvia newsletter. Ted Chittenden inquired whether the announcement could be included in the Arizona Braille and Talking Book Library Newsletter. Janet Fisher stated the Braille and Talking Book newsletter had recently been distributed and that the next newsletter would be distributed on August 1, 2017. Ms. Fisher noted that Sun Sounds had offices in Yuma, Flagstaff, and Tucson, and could distribute the announcement in those cities as well. Barbara McDonald agreed to send the announcement to Sun Sounds and Ability 360. Amy Porterfield suggested that when the committee members invited community members, that they request those individuals share the information on their respective social media sites.

2017 GCBVI Annual Report Discussion

Ted Chittenden stated he received GCBVI Committee reports from the Committee on Deaf-Blind Issues, the Employment Committee, and that he completed a draft of the Public Information Committee report. Mr. Chittenden noted that he did not received committee reports from the Education Committee, Legislative and Public Policy Committee, and the Assistive Technology (AT) Committee. Amy Porterfield stated she forwarded her Message from the Chair report, which included a large portion of the same information that would be included in the report from the Legislation and Public Policy Committee. Ms. Porterfield requested that Dan Martinez

review her report for accuracy and to offer any suggestions for additional inclusions in the report. Ted Chittenden stated he contacted Bob Kresmer, Education Committee Chair, and requested that the committee submit its future goals, since the committee had recently been reestablished. Amy Porterfield stated she included a Legislative statement in her Message from the Chair report, which could be used as the Legislative and Public Policy report. Ted Chittenden stated he had not heard from Jeff Bishop, AT Committee Chair, regarding an AT Committee report. Amy Porterfield stated that she would contact Jeff Bishop regarding the AT Committee report. Amy Porterfield requested Dan Martinez and Ted Chittenden review her Message from the Chair report and offer any suggested changes if needed. Dan Martinez stated he reviewed Ms. Porterfield's report briefly and noted the content was sufficient, although he would recommend some format changes. Ted Chittenden stated the Public Information Committee would review the report. Amy Porterfield stated that as part of the Legislative and Public Policy report, she would include the recommendation for increased collaboration with community members and organizations. Dan Martinez stated he would suggest the GCBVI Annual Report include the names of the individuals on each committee, in order to recognize to those individuals for their contributions. Lindsey Powers stated she would give the committee members' names to Dan Martinez. Dan Martinez stated that the committee had discussed whether or not to include the individuals' full names being used in the success stories. Ted Chittenden suggested the committee use the first initial of the individual's first name and the individual's last name. Mr. Chittenden recommended that the committee request permission to use the full name of the individual whose success story included his/her photograph. Amy Porterfield inquired where the committee received the success stories. Barbara McDonald stated the committee received success stories from FBC, SAAVI Services for the Blind, and the Arizona Center for the Blind and Visually Impaired (ACBVI). Amy Porterfield stated that some agencies required individuals to submit a Photo Release form, which would allow different agencies and organizations to use their stories in various publications. Ms. Porterfield recommended that the committee get pictures of the remaining individuals to be included in the Annual Report. Amy Porterfield stated she appreciated all of the work the Public Information Committee performed to develop the GCBVI Annual Report.

Social Media Planning Discussion

Ted Chittenden stated that the committee did receive confirmation from the state Attorney General's Office indicating that the council could develop a GCBVI Facebook page independent of DES policies. Mr. Chittenden noted that Larry Wanger, State Independent Living Council (SILC) director, had offered one of his staff members to assist the council in developing a social media site. Dan Martinez stated he created a second Facebook page and

noted the process was relatively easy. He added that the individual creating the organization Facebook page would need to have a personal account in order to create the second account. Dan Martinez stated that he and Lindsey Powers could be Administrator's for the council Facebook page and allow other council members to have Administrative rights to add content to the page. Amy Porterfield stated social media was popular, although she recommended the council consider the information that would be posted and ensure that information would be posted consistently to attract individuals to interact with the page. Dan Martinez stated that the committee had discussed highlighting individuals' accomplishments, information about blindness, and the policy surrounding the GCBVI. Ted Chittenden stated some Public Information Committee members had compiled stories or facts about blindness that could be posted on the council Facebook page. Amy Porterfield suggested the committee manage the account and to post information frequently. Dan Martinez agreed and noted the Vision Rehabilitation and Assistive Technology Expo (VRATE) Facebook page was not active, and therefore was not effective. Ted Chittenden stated the Council Chair should be responsible for giving authority for the information posted or for delineating authority to another individual. David Steinmetz stated his understanding that the Public Information Committee should have the ability to provide information to the public without the permission of the council. Ted Chittenden stated the Public Information Committee could distribute information that was public knowledge, but could not speak as the representative of the council, which was reserved for the Council Chair. Dan Martinez stated that the committee could gather information and stories to be posted on a council Facebook page, although the committee could not post positions taken by the council, unless the information had been discussed publicly. Dan Martinez stated that he and Lindsey Powers would develop the council Facebook page and give the account information to Amy Porterfield to have the ability to post information. Mr. Martinez inquired whether the council should include a picture of a council meeting as the background picture on the GCBVI Facebook page. Dan Martinez inquired whether the committee wanted to consider other social media platforms. Ted Chittenden stated his preference that the committee review the success of the council Facebook page before developing other social media accounts. Mr. Chittenden noted that other members of the Full Council had indicated that Facebook was more accessible than other social media sites, such as Instagram, which only included pictures.

Outreach for Council Events

Ted Chittenden stated that he had announced at the previous GCBVI Full Council meeting that the council would staff a table at the AzTAP Conference on July 24-25, 2017 and inquired whether any council members had

volunteered to help staff the table. Lindsey Powers stated she had not received a response from any council members yet. Ted Chittenden recommended that Ms. Powers resend an email to the Full Council requesting volunteers to help staff the table. He added that he would check his schedule and send his availability to attend the conference to Lindsey Powers.

Public Involvement with GCBVI Discussion

Ted Chittenden stated that at the previous Public Information Committee meeting, Carlos Paraskevas indicated that RSA would hold an Introduction to Blindness Workshop in Phoenix and Tucson. Mr. Chittenden stated that he contacted the RSA counselor handling the Tucson workshop, who indicated that Amy Porterfield had agreed to represent the GCBVI at the Tucson workshops. He added that he or Dan Martinez would represent the council at the Phoenix workshops. Ted Chittenden stated that he attended the two previous Phoenix workshops and did not receive a lot of feedback other than a recommendation to use fewer acronyms in his presentation. Ted Chittenden stated that during the first Phoenix workshop, he followed a Power Point presentation that Dan Martinez and Carlos Paraskevas had previously developed, but that he did not follow the Power Point during the second workshop presentation. Ted Chittenden stated he also informed the group about the upcoming GCBVI Town Hall meeting, which would be open to the community. Barbara McDonald inquired whether Ted Chittenden attended the workshop in person, or over the phone. Ted Chittenden stated RSA staff in Phoenix called him at the time of his council presentation. Carlos Paraskevas stated his understanding that RSA had scheduled the workshops for Phoenix and Tucson for the rest of the year and he would forward that information to Ted Chittenden.

2017 VRATE Discussion

Barbara McDonald stated that the VRATE Committee would hold its next meeting on June 21, 2017, and noted that the Speakers Committee was in the process of identifying speakers for the event. Ms. McDonald stated Rich Sorey, Services for the Blind Visually Impaired and Deaf (SBVID) Program Manager, Tom Hicks, U.S. Department of Veteran's Affairs (VA) or another VA representative and the AT Committee had agreed to present at VRATE. Dan Martinez stated Carlos Paraskevas would provide a presentation on Essential Employment Skills as well. Barbara McDonald stated someone from the VA would present on what services the VA had to offer veterans. Barbara McDonald stated that someone from the Arizona Council of the Blind (AzCB) and the National Federation of the Blind of Arizona (NFBA) would also present. She noted the VRATE Committee intended to include presentations

covering all areas such as resume writing, employment, school, and Transition services. Barbara McDonald stated the cost to reserve a table at VRATE was \$350.00. Ted Chittenden inquired whether the council would have a table at VRATE. Lindsey Powers stated that she anticipated that the council would have a table at VRATE.

Database Discussion

Janet Fisher reviewed the May database usage statistics:

May 1 -30, 2017

Number of sessions (visits) 93

Number of individuals visiting website 88

Pages viewed per visit 2.52

Time spent visiting the database (minutes) 1.25

New visitors 86%

Returning Users 14%

Janet Fisher stated that more individuals visited EyeKnow.AZ in May than in April, and that the database received more new visitors as well. Janet Fisher stated that in April, individuals did not spend a lot of time on the database, which increased to 1.25 minutes in May. Barbara McDonald noted the increase in database activity was partly due to Carlos Paraskevas's requests to organizations to include a link to EyeKnow.AZ on their websites. Carlos Paraskevas stated that ACBVI and FBC had included a link to the database on their websites, and that VRATE, NFBA, and View Finder were in the process of including a link to the database on their websites as well. Carlos Paraskevas stated that he had not received a response from SAAVI Services for the Blind, Sun Sounds, Arizona Fighting Blindness, Phoenix Lions Club, Blinded Veterans Association, Donald Porterfield with the NFB, or Jeff Bishop with the AzCB. Barbara McDonald inquired whether the Arizona Braille and Talking Book Library included a link to the database on the library's website. Janet Fisher stated a link to the database was included on the library's website under Resources.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, July 18, 2017 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:

- Database Discussion
- GCBVI Town Hall Meeting Invite Discussion
- 2017 GCBVI Annual Report

- Social Media Planning Discussion
- Public Involvement with GCBVI
- Outreach for Council Events
- 2017 VRATE Discussion

Announcements

Dan Martinez announced that his, Carlos Paraskevas, and David Steinmetz's email addresses and phone numbers would change due to Arizona Industries for the Blind (AIB) separation from the state and that he would send that information to Lindsey Powers to be distributed to the committee and council as needed.

Ted Chittenden stated that he was reconsidering whether or not he would seek to remain on the GCBVI for another term after his current term ends on December 31, 2017.

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 3:20 pm.