

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
July 18, 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

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:03 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 June 13, 2017 Meeting Minutes

Dan Martinez moved to approve the minutes of the June 13, 2017 Public Information Committee meeting. Carlos Paraskevas seconded the motion. The committee approved the minutes by unanimous voice vote.

GCBVI Town Hall Meeting Invite Discussion

Ted Chittenden stated a Public Announcement had been distributed to Sun Sounds, Arizona Council of the Blind (AzCB), National Federation of the Blind of Arizona (NFBA), Chatline, and Newslite regarding the Town Hall meeting that would take place at the next GCBVI Full Council meeting. Dan Martinez stated he would re-send the Public Announcement to all the organizations and consumer groups again to ensure that the public was aware of the meeting. Mr. Martinez stated he reviewed the agenda for the GCBVI Full Council meeting and noted the agenda allowed for sufficient time to receive input from the community. Dan Martinez stated that if the council did not receive enough input from the community, the council should perform greater outreach for future Town Hall meetings. Ted Chittenden agreed and noted some individuals might be reluctant to travel to one of the

videoconference sites in the middle of summer with the chance of inclement weather. Dan Martinez stated the Town Hall portion of the meeting would begin about 2:00 pm. Ted Chittenden stated individuals from the community would have about three to five minutes to speak and the council would have a couple of minutes to ask any clarifying questions. Ted Chittenden stated that during his report of the Public Information committee, he would briefly describe the committee's activities from the previous year.

GCBVI Annual Report Discussion

Ted Chittenden stated he reviewed the GCBVI Full Council minutes from previous meetings and developed some notes identifying key items that could be included in a narrative. Dan Martinez stated that the GCBVI Chair Report and the Committee Reports offered sufficient information about the council's activities, and that therefore Ted Chittenden would not be required to develop a narrative report. Carlos Paraskevas agreed that the Chair Report and Committee Reports highlighted the key activities and items to be included in the GCBVI Annual Report. Ted Chittenden stated that he would develop a rough draft of the Annual Report for the Public Information Committee to review prior to the next committee meeting. Dan Martinez stated his understanding that the Annual Report had been drafted and could be reviewed by committee members. Ted Chittenden stated he would review the draft of the report for grammatical and spelling errors.

Social Media Planning Discussion

Dan Martinez stated that Lindsey Powers initiated the setup of a GCBVI Facebook page and had included Mr. Martinez as an Administrator of the page. He added that the Facebook page had not been published yet. Lindsey Powers stated she would publish the council Facebook page on the Wednesday prior to the Full Council meeting and include the Public Announcement regarding the Town Hall meeting. Ted Chittenden stated the committee should review the usage of the council Facebook page. Dan Martinez stated the Public Information Committee could periodically post the information Barbara McDonald and Maureen Kane collected previously in preparation for a social media page and call the posts "Barbara Bits". Dan Martinez inquired whether the committee should consider other social media platforms in an effort to engage the community, such as Twitter. Ted Chittenden stated Twitter allowed for a certain minimum number of characters per post. Mr. Chittenden cautioned the committee against creating additional social media pages prior to gauging the effectiveness of the GCBVI Facebook page. Janet Fisher stated the council could invite organizations to "Like" the GCBVI Facebook page posts. Dan Martinez stated the council page could also request that individuals become Friends of the GCBVI Facebook page. Ted Chittenden suggested the committee make

certain that new information was posted periodically to ensure that the page remained active. Dan Martinez stated the council page could include information about upcoming conferences and services available from agencies such as the Rehabilitation Services Administration (RSA) and the Arizona Braille and Talking Book Library. Ted Chittenden stated he did not use social media often and noted the difficulty navigating some social media sites. Carlos Paraskevas stated his understanding that the Facebook mobile app was easier to navigate. Dan Martinez inquired whether the council should consider additional social media sites, such as Snapchat. David Steinmetz stated Snapchat allowed individuals to send messages to their followers that were not permanent posts. David Steinmetz suggested the council consider a professional site such as LinkedIn. Dan Martinez stated the Employment Committee developed an E75 LinkedIn page. Dan Martinez stated Carlos Paraskevas could create information to be included in the EyeKnow.AZ database about the GCBVI Facebook page. Janet Fisher inquired whether the council would track statistics regarding the Facebook page usage. Dan Martinez stated he would review the statistics tracking methods. Ms. Fisher stated she would share the tracking methods with the committee members for review.

Outreach for Council Events

Dan Martinez stated the E75 Diversity Builder Award Event was scheduled for January 27, 2018 at Ability 360. Mr. Martinez noted the Employment Committee needed to obtain sponsors for the event and suggested the Public Information Committee offer support to the Employment Committee in those efforts. Ted Chittenden stated he would contact Employment Committee Chair, Tom Hicks, and offer assistance. Dan Martinez stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) was scheduled for November 17, 2017 at the Glendale Civic Center. Dan Martinez stated that he, Carlos Paraskevas, and Barbara McDonald were on the VRATE Speakers Committee and had identified speakers to present at the event, although the committee did not yet have the write-ups of the presentations.

Public Involvement with GCBVI Discussion

Ted Chittenden stated the AzTAP Conference would be on July 24-25, 2017. Ted Chittenden stated that he and Janet Fisher had volunteered to staff the council table on Monday morning. Barbara McDonald stated Ability 360 would hold an Americans with Disabilities Act (ADA) celebration. Janet Fisher stated the Envision Conference would be held July 26-29 at the Renaissance Phoenix Glendale Hotel and Spa in Glendale for the current and next year. Ted Chittenden stated the council could consider attending the

event in 2018 with the goal of using it to continue to raise awareness about the council.

Carlos Paraskevas stated RSA scheduled an Introduction to Blindness in Phoenix on July 12; however, the workshop had to be rescheduled due to a power outage at the Phoenix office. Ted Chittenden stated RSA did contact him regarding the rescheduled workshop date, July 19, 2017.

Database Discussion

Janet Fisher reviewed the June database usage statistics:

June 1 -30, 2017

Number of sessions (visits) 142

Number of individuals visiting website 116

Pages viewed per visit 3.77

Time spent visiting the database (minutes) 3.29

New visitors 75.4%

Returning Users 24.6%

Janet Fisher stated the EyeKnow.AZ usage statistics had increased, resembling the usage numbers in 2016. Janet Fisher stated that the number of new sessions had increased from 93 to 142 and 116 individuals visited the site compared to 88 in May. Ms. Fisher stated users were visiting more pages and used the database for longer periods of time. Janet Fisher stated users were likely to use the database when they required the information and did not repeatedly return to the database. David Steinmetz inquired whether Google Analytics allowed Janet Fisher to track the information that users were searching for. Janet Fisher stated Google Analytics did not indicate what users searched for, although Mr. Steinmetz might be more adept at locating this kind of information.

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 GCBVI AT Committee had agreed to present at VRATE. Dan Martinez stated Carlos Paraskevas would provide a presentation on Essential Employment Skills at VRATE.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, August 22, 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:

- GCBVI Annual Report
- GCBVI Town Hall Follow Up Discussion
- Database Discussion
- Social Media Discussion
- Public Involvement with GCBVI
- Outreach for Council Events
- 2017 VRATE Discussion

Announcements

Barbara McDonald stated the Arizona Mayor's Commission on Disability Issues was seeking nominations for awards honoring employers and individuals dedicated to the disability community.

Janet Fisher stated the Arizona Braille and Talking Book Library would hold an Open House on October 6, 2017. Ms. Fisher stated the Friends of the Library would hold a Whine-a-Thon and would request donations through the mail.

Barbara McDonald stated the Arizona Industries for the Blind (AIB) would hold a celebration due to becoming a private nonprofit organization on July 26, 2017.

Carlos Paraskevas stated that AIB would hold a golf tournament on September 15, 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 3:08 pm.