

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
August 21, 2018

Members Present

Ted Chittenden*
Dan Martinez
Janet Fisher
Carlos Paraskevas

Members Absent

David Steinmetz

Staff Present

Lindsey Powers, Council Liaison
*Teleconferenced

Guests Present

Sara Muth*

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:10 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 July 17, 2018 Meeting Minutes

Carlos Paraskevas moved to approve the minutes of the July 17, 2018 Public Information Committee meeting. Dan Martinez seconded the motion. The minutes were approved by unanimous voice vote.

GCBVI Annual Report Discussion

Ted Chittenden stated that he and Dan Martinez had edited the GCBVI Annual Report for the committees' review. Ted Chittenden stated he received a biography from George Martinez, that would require some editing. Ted Chittenden stated he contacted Amy Porterfield and Donald Porterfield requesting a GCBVI Chair report and Amy Porterfield indicated that she sent a Chair report previously and would resend the report once she had returned home. Ted Chittenden stated he would follow up with Jim LaMay, Bob Kresmer and Allan Curry regarding their biographies as well. Dan Martinez stated he needed a picture of Ted Chittenden for inclusion in the Annual Report. Ted Chittenden stated that Dan Martinez could use an old council picture of himself or Lindsey Powers could take a picture of him at the upcoming GCBVI Full Council meeting. Dan Martinez stated he also

needed biographies for Amy Porterfield, Mike Kanitsch and Bea Shapiro, the GCBVI Chair report, the Legislative Committee report and a success story from SAAVI Services for the Blind. Carlos Paraskevas stated he received client success stories from Foundation for Blind Children (FBC) and Arizona Center for the Blind and Visually Impaired (ACBVI) but had not received a success story from SAAVI. Dan Martinez stated that Rich Sorey, Services for the Blind Visually Impaired and Deaf (SBVID) Program Manager would submit a biography and a success story from Rehabilitation Services Administration (RSA). Mr. Martinez stated he would edit the GCBVI Annual Report and send out to the committee members for review.

Dan Martinez stated he had suggested that the Annual Report include one client success story from each organization but had not received feedback from the committee. Ted Chittenden stated he agreed that the report include one success story from each organization. Dan Martinez stated he edited the client success story from ACBVI and received approval from ACBVI on the edits. Dan Martinez stated the GCBVI Strategic Plan was long and could potentially confuse individuals reading the report. Ted Chittenden stated the council Strategic Plan was important as it provided direction to the council's activities. Dan Martinez suggested the Annual Report include the top two priorities of the Strategic Plan, which would inform the reader regarding the council's goals. Janet Fisher stated that a reader might have a difficult time locating a document not included in an Annual Report and suggested the Strategic Plan be included as an Appendix. Janet Fisher noted that the Annual Report did not include a context for the Strategic Plan and could be somewhat confusing to a reader. Ted Chittenden stated when he edited the Annual Report, he included a brief description of when and how the Strategic Plan was created and approved. Mr. Chittenden stated he agreed that the Strategic Plan be included as an Appendix. Janet Fisher stated the description of the Strategic Plan could be included in the Annual Report and if the reader wanted more information, the plan would be included as an Appendix. Dan Martinez inquired regarding the production time required to publish the GCBVI Annual Report. Lindsey Powers stated the GCBVI Annual Report could be distributed electronically, which would not require and production time as well as printed by DES Graphics, which would require more time. Ted Chittenden stated the GCBVI Annual Report could be printed in a couple of copies as well as large print.

Committee Membership Discussion

Janet Fisher stated she spoke to Andrea Pasquale from Sun Sounds, who expressed interested in attending a Public Information Committee meeting. Ted Chittenden stated he would invite individuals to attend a committee meeting at an upcoming Arizona Council of the Blind (AzCB) Phoenix chapter

meeting. Dan Martinez suggested that Roberta Crowe be invited to participate on the Public Information Committee.

Database Discussion

Ted Chittenden stated he had not received any further feedback from the Assistive Technology (AT) Committee and he suggested the Public Information Committee hold off on making any suggestions regarding the EyeKnow.AZ database. Mr. Chittenden noted that the AT Committee had previously suggested that the database have the ability to be printed in epub or PDF but had not indicated a preference. Dan Martinez inquired whether Sara Muth had any updates that the Public Information Committee could relay to the AT Committee. Sara Muth, Secretary of State IT, stated the epub format would require significantly more work than PDF, although both could be completed. Dan Martinez stated the epub format would take more of Sara Muth's time to implement as well. Sara Muth stated that she would not be able to devote all her time to implementing epub but could work on the database in her spare time. Janet Fisher inquired whether Sara Muth could develop the epub and PDF formats if necessary. Sara Muth stated that she could modify the EyeKnow.AZ database so that the resources could be printed in both epub and PDF.

VRATE Discussion

Carlos Paraskevas stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) Committee continued to plan for VRATE. Mr. Paraskevas stated the next VRATE Committee meeting would be on September 19, 2018 and he would provide more updates after that meeting. Carlos Paraskevas stated the committee would have more information regarding who would be presenting at VRATE.

GCBVI Outreach Discussion

Ted Chittenden stated he provided a GCBVI presentation during the Introduction to Blindness workshop in August and had received more interest in the council compared to the July workshop. Carlos Paraskevas stated the National Federation of the Blind (NFB) would hold their State Conference August 30-September 2, 2018. Carlos Paraskevas inquired whether the GCBVI would have a table at the conference. Ted Chittenden stated he could staff the table during the morning of the conference. Lindsey Powers stated she would be attending the conference and could cover the table in the afternoon. Ted Chittenden stated the Veteran's Administration (VA) would hold their White Cane Safety Day on October 19,

2018. He added that the NFBA would likely hold a White Cane Day event as well, although he had not heard about an event thus far.

Social Media Discussion

Ted Chittenden stated that he would suggest that council members visit the council Facebook page at the next GCBVI Full Council meeting. Carlos Paraskevas inquired whether the committee could do anything to increase traffic to the social media page. Lindsey Powers stated she welcomed any ideas for the council Facebook page. Carlos Paraskevas inquired whether Sun Sounds would run the advertisement regarding EyeKnow.AZ. Janet Fisher stated that Sun Sounds would run the advertisement regarding the database and she had sent the corrected address to Sun Sounds. Carlos Paraskevas inquired how often the advertisement would run. Janet Fisher stated she could inquire with Sun Sounds regarding how often the advertisement would run. Janet Fisher inquired whether the council should consider developing a Twitter page that could link to the council Facebook page. Ted Chittenden inquired whether the blind and visually impaired population used Twitter. Ted Chittenden stated that a Twitter page could be beneficial although he would be interested to know whether the council could reach blind and visually impaired individuals through Twitter.

GCBVI Strategic Plan Discussion

Ted Chittenden stated he had not received any feedback from the Employment, AT, or Legislative Committees regarding activities the Public Information Committee was involved in. Ted Chittenden stated one of the Public Information Committee's goals was to increase awareness regarding the council, which the committee was doing.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, September 25, 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
- Database Discussion
- GCBVI Strategic Plan Discussion
- Social Media Discussion
- GCBVI Outreach Discussion
- VRATE Discussion
- Committee Membership Discussion

Announcements

There were no announcements.

Public Comment

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

Adjournment of Meeting

Carlos Paraskevas 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 3:10 pm.