

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
August 22, 2017

Members Present

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

Members Absent

Carlos Paraskevas

Staff Present

Lindsey Powers, Admin. Assistant
*Teleconferenced

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:04 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 18, 2017 Meeting Minutes

Dan Martinez moved to approve the minutes of the July 18, 2017 Public Information Committee meeting. Barbara McDonald seconded the motion. The committee approved the minutes by unanimous voice vote.

GCBVI Annual Report Discussion

Ted Chittenden stated he reviewed and revised the GCBVI Annual Report. Mr. Chittenden stated he sent his revisions regarding the Committee on Deaf-Blind Issues to Ed Gervasoni, who indicated that the Committee approved the changes to the report.

Ted Chittenden motioned that the draft of the GCBVI Annual Report as approved by the Public Information Committee be forwarded to the GCBVI for approval at the next GCBVI Full Council meeting. The committee approved to forward the GCBVI Annual Report to the GCBVI for approval at the next GCBVI Full Council meeting.

GCBVI Town Hall Follow-Up

Ted Chittenden stated the GCBVI held a Town Hall meeting at the July GCBVI Full Council meeting in order to obtain community feedback in preparation for the development of the GCBVI Strategic Plan.

GCBVI Strategic Plan Discussion

Ted Chittenden stated at the Strategic Planning meeting, the council discussed the need for increased collaboration between committees and for the council to conduct outreach outside of blindness events. Dan Martinez stated he served on the State Rehabilitation Council (SRC) in an effort to collaborate with other councils. Dan Martinez noted that Carlos Paraskevas was on the SRC Employment and Community Partnerships Committee also. Dan Martinez stated that Rehabilitation Services Administration (RSA) created a Strategic Plan, which identified the materials that should be included at conferences and events. Dan Martinez stated the Public Information Committee could discuss the materials that should be provided at events that the GCBVI attended. Barbara McDonald inquired whether the committees requested additional members at the Full Council meetings. Ms. McDonald stated any committee that needed members could announce that need at meetings.

Database Discussion

Ted Chittenden stated his recollection that council members requested that the database be more accessible for users during the GCBVI Strategic Planning meeting. Dan Martinez stated he did not remember that comment, although someone did state that the RSA website should be accessible.

Janet Fisher reviewed the July database usage statistics:

July 1 -31, 2017

Number of sessions (visits) 118

Number of individuals visiting website 106

Pages viewed per visit 2.65

Time spent visiting the database (minutes) 1.26

New visitors 86.4%

Returning Users 13.6%

Janet Fisher stated that while the overall EyeKnow.AZ usage was lower than in June, there was an 11% increase in the number of new users in July. Janet Fisher encouraged committee members to continue talking about the database and to offer any suggestions for refreshing the database. Ted Chittenden inquired whether Janet Fisher received any requests for corrections from the organizations included in the database. Janet Fisher

stated she had not received any requests for corrections and she noted that she would like to find a way to contact museums and encourage that museums provide accessible exhibits. Dan Martinez suggested the council invite museums to be included in the EyeKnow.AZ database, which could be an incentive to offering accessible exhibits.

Social Media Discussion

Dan Martinez stated the GCBVI Facebook page had not received substantial traffic and the committee should identify methods to drive people to the page. Dan Martinez stated each council member could invite their friends to view or like the GCBVI Facebook page. Ted Chittenden inquired whether the council page had been updated since the announcement regarding the GCBVI Town Hall. Dan Martinez stated Lindsey Powers had posted some posts of Barbara's Bits. Janet Fisher stated individuals and organizations could Like other webpages, and drive traffic to those pages. Ted Chittenden inquired how often the council Facebook page should be updated. Dan Martinez stated the council page should be updated weekly, with the option for additional posts if the council wanted to promote other events.

Public Involvement with GCBVI Discussion

Ted Chittenden stated Nikki Jeffords sent a request for council participation at the National Federation of the Blind of Arizona (NFBA) Conference on September 1-2, 2017. Mr. Chittenden stated that he would be available to staff the council table on Saturday and potentially Friday afternoon. Dan Martinez stated that he and Carlos Paraskevas would attend the conference on Friday and Saturday and would be able to staff the table as needed. Janet Fisher stated she would be available to staff the council table on Friday morning. Ted Chittenden inquired whether other council members would be able to staff the council table. Lindsey Powers stated Nathan Pullen indicated that he could staff the table on Friday from 11:00-12:00 and Larry Wanger stated he could potentially help, although he was not sure about the time.

Ted Chittenden stated he also received an invitation for the council to be represented at the Macular Degeneration Conference on September 23, 2017 from 8:30-12:30. Dan Martinez stated he could potentially staff the table depending on the transportation to the event location. Janet Fisher stated she would be able to attend the conference as well and would bring materials promoting the Arizona Braille and Talking Book Library if appropriate. Dan Martinez stated Ms. Fisher would be welcome to bring material promoting the library. David Steinmetz inquired whether the council had materials to distribute at the events. Dan Martinez stated the

council currently had materials to distribute, although the Public Information Committee should identify the goal or message of these materials. Ted Chittenden stated the council could continue to promote the EyeKnow.AZ database. Janet Fisher stated at the Arizona Technology Access Program (AzTAP) Conference, she listened to individual's comments and questions and tried to offer information such as the EyeKnow.AZ database. Dan Martinez stated the council did try to offer something tangible to the public, such as the database. He noted the council could identify key areas of concern and identify resources that would address those concerns. Mr. Martinez stated, for example, that the council received comments and concerns regarding public transportation frequently at conferences and events. Janet Fisher stated the council could discuss the successes of the council, such as advocacy efforts and the development of the database. Ms. Fisher stated the council could highlight the successes of the council and mention that council members were also members of various consumer groups and organizations.

Ted Chittenden stated that he would participate in the upcoming Introduction to Blindness Workshop in September. Dan Martinez inquired whether Ted Chittenden participated in the workshop in August, and noted that Carlos Paraskevas was never contacted for the August workshop. Ted Chittenden stated he did participate in the August workshop and inquired whether RSA had Carlos Paraskevas's new phone number. Dan Martinez stated Mr. Paraskevas had given his new number to RSA staff. Ted Chittenden stated he would remind RSA staff that Carlos Paraskevas was available to call into the September Introduction to Blindness Workshop.

Outreach for Council Events

Ted Chittenden inquired whether any committee members had heard about any White Cane Safety Day events. Dan Martinez stated he heard that the Blinded Veterans Association (BVA) would hold a march around the U.S. Department of Veteran's Affairs (VA) hospital for White Cane Safety Day. Ted Chittenden noted that a march would not be the best method for interacting with the public. He added that he would contact Tom Hicks, inquiring whether the VA would hold a White Cane Safety Day at the VA.

2017 VRATE Discussion

Dan Martinez stated he was working with Barbara McDonald, Carlos Paraskevas and Nikki Jeffords on the VRATE Presentation Committee and had 21 presenters, a keynote speaker, and exhibitors that would attend the event. Dan Martinez stated the VRATE Committee was working on updating the VRATE Facebook page to include the current year of VRATE. Ted

Chittenden inquired whether the GCBVI had registered for a table at VRATE. Lindsey Powers stated she would follow up on the council's registration at VRATE.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, September 26, 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 Strategic Plan Discussion
- Outreach for Council Events
- GCBVI Outreach Materials Discussion
- Database Discussion
- Social Media Discussion
- Public Involvement with GCBVI
- 2017 VRATE Discussion

Announcements

There were no announcements.

Public Comment

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

Adjournment of Meeting

Dan Martinez 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 3:15 pm.