

**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Public Information Committee Meeting Minutes**  
September 17, 2019

**Members Present**

Ted Chittenden  
Dan Martinez  
David Steinmetz  
Janet Fisher  
Dean Colston

**Members Absent**

**Staff Present**

Lindsey Powers

**Guests Present**

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**Call to Order and Introductions**

Ted Chittenden called the meeting to order at 2:00 pm in the Stillwell Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made, and a quorum was present.

**Approval of August 13, 2019 Meeting Minutes**

Dan Martinez moved to approve the minutes of the August 13, 2019 Public Information Committee meeting. David Steinmetz seconded the motion. The minutes were approved by unanimous voice vote.

**GCBVI Annual Report Discussion**

Ted Chittenden stated he reviewed the Education Committee report and forwarded the report to the Public Information Committee. Mr. Chittenden stated he had not received the reports from the Legislative and Public Policy and Employment Committees. He noted that Amy Porterfield and Nathan Pullen indicated that they sent their reports to him, although it was possible that his email might have rejected their emails. Ted Chittenden stated he later sent an email request to Ms. Porterfield and Mr. Pullen to forward their reports to Lindsey Powers. Dan Martinez stated the Public Information Committee might not receive a report from the Legislative and Public Policy Committee. Ted Chittenden inquired whether the Annual Report should include a description of the Legislative and Public Policy Committee in lieu of

a committee report. Dan Martinez suggested the Annual Report not include a report from the Legislative and Public Policy Committee. He noted the committee had been active through the National Federation of the Blind of Arizona (NFBA), whose goals aligned with the GCBVI. Dean Colston agreed and stated that omitting the committee report would not draw attention to its absence. David Steinmetz agreed and suggested the Annual Report not include any mention of the Legislative and Public Policy Committee report. Mr. Steinmetz stated that he would, however, suggest the Annual Report include an Employment Committee report. Ted Chittenden stated the Public Information Committee members would be able to develop an Employment Committee report. Mr. Chittenden stated that because the Public Information Committee would be developing the Employment Committee report, the committee would not likely have a draft Annual Report to present at the upcoming Full Council meeting. David Steinmetz stated that Ted Chittenden could provide an update to the Full council. Dan Martinez stated that Ted Chittenden could request that the Full Council permit the Public Information Committee to complete the Annual Report and submit the report once completed. Mr. Martinez stated that if the council did not agree, the Annual Report could be approved at the next Full Council meeting in November.

David Steinmetz inquired whether the Annual Report had been formatted and whether Dan Martinez required any additional information. Dan Martinez stated that he had formatted the Annual Report and would follow up with Lindsey Powers regarding any additional information. David Steinmetz stated that Dan Martinez had announced that he would be resigning from the Public Information Committee after December and inquired who would handle development of future Annual Reports. Ted Chittenden stated that he would help with development of future Annual Reports although he would welcome assistance from other committee members. Dean Colston stated that he would be pleased to assist in development of the Annual Reports as well. Ted Chittenden stated that typically, the Annual Reports would include Committee reports, a Rehabilitation Services Administration (RSA) Administrator report, a GCBVI Chair report and Vocational Rehabilitation (VR) success stories from blind or visually impaired individuals that had become successfully employed. Janet Fisher inquired whether the Executive Committee could vote to approve the GCBVI Annual Report. Ted Chittenden stated the Executive Committee could approve the Annual Report. He noted that the two Executive Committee meetings that had been scheduled previously had been cancelled due to a lack of quorum. Mr. Chittenden stated that he would inquire regarding the council's preference regarding the approval and submission of the report.

## **GCBVI Outreach Discussion**

Ted Chittenden stated that he and Dean Colston attended the NFBA Conference held on August 30<sup>th</sup> at the Hyatt Regency in Phoenix. Mr. Chittenden stated that during the morning, most individuals that stopped by the table asked general questions regarding the council. Dean Colston agreed that during the morning, they received general questions and he enjoyed attending the conference. Lindsey Powers stated that in the afternoon, Bob Kresmer sat at the table and they received similar general questions regarding the council.

Ted Chittenden stated the VA White Cane Day celebration was scheduled on October 17 at the VA Hospital from 10:00-2:00 pm in the hospital's basement. Ted Chittenden stated that he would be attending the event and all committee members were welcome to attend as well. Dean Colston stated that he would attend the event as well. Ted Chittenden stated the event would typically end a little early.

Ted Chittenden stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) was scheduled for November 15 and 16 at the Glendale Civic Center and inquired whether any council members had volunteered to attend the event. Lindsey Powers stated that Nathan Pullen and Janet Fisher indicated that they would help staff the GCBVI table during one of the days. Ted Chittenden stated that he would likely be able to attend the event on Friday and would potentially be able to attend on Saturday as well. Dan Martinez stated the AT and Employment Committees would provide a joint presentation on workplace assessments and AT in the workplace. He noted that the Education Committee had also indicated interest in providing a presentation at the conference, although he had not heard back from the Committee Chair. Ted Chittenden stated that individuals could take taxis, Dial-a-Ride or the bus to attend the event in Glendale.

Janet Fisher stated that most individuals that participated in the planning of VRATE volunteered on their own time and inquired how their respective organizations could be encouraged to support the event. Dan Martinez stated the VRATE Board was initially developed to obtain support from the community organizations, although the same individuals participated in the planning and the Board would benefit from including new Board members. Dan Martinez stated the Arizona Industries for the Blind (AIB) was supportive of VRATE and allowed him and Carlos Paraskevas to participate in the planning of the event as well as financial support. Janet Fisher inquired whether the Public Information Committee could request the organizations that were part of the GCBVI to participate in VRATE. Ted Chittenden stated the AzCB, NFBA, SAAVI Services for the Blind and the Foundation for Blind

Children (FBC) would participate in VRATE. Janet Fisher stated the AzCB and NFBA had not registered as vendors for VRATE. Ms. Fisher stated that she had contacted the vendors that had registered for VRATE and noted that very few vendors had registered for the event. David Steinmetz stated that approximately 5-10% of the individuals involved in the event planning would do the work. Ted Chittenden stated the council could ensure the blindness organizations were aware of the event and would encourage those organizations to participate in the event. Dan Martinez stated the VRATE Board would likely consider applying for grants to hold the next VRATE.

Ted Chittenden stated that he would contact Beverly Reghabi, SBVID Unit Supervisor, regarding the Introduction to Blindness Workshops. Ted Chittenden noted that he had previously been placed on a Do Not Call List and suspected that SBVID was unable to reach him regarding the workshops.

### **Database Discussion**

Ted Chittenden stated Janet Fisher sent an update indicating the Secretary of State's Office opened an account in case the EyeKnow.AZ website received over 40,000 proximity searches in one month. Mr. Chittenden noted that Sara Muth, Secretary of State IT, had placed a counter on the website so she would be alerted if the proximity searches were near that limit. Ted Chittenden stated the EyeKnow.AZ database did not receive more than 500 searches in a month and would not likely go over the 40,000 proximity searches. Ted Chittenden inquired whether Lindsey Powers received any requests from the organizations included in the database for updates to their information or whether there had been any additions to the database. Lindsey Powers stated she had not received any requests for updated information or additional database entries. Dan Martinez stated that EyeKnow.AZ database usage was light, although he was pleased that individuals continued to use the website.

Ted Chittenden inquired whether Sara Muth had indicated when the counter would stop the proximity searches. Janet Fisher stated the EyeKnow.AZ database currently received approximately 100 searches and would not likely reach the 40,000 limit. Janet Fisher inquired regarding the last time that organizations in the database had been contacted and requested to update their information. Dan Martinez stated that Carlos Paraskevas sent out a request to the organizations, which was about 2 years prior. Janet Fisher stated her understanding that Sara Muth could send out an email blast to the organizations although she could confirm. David Steinmetz inquired whether the vendors that would be attending the Vision Rehabilitation and Assistive Technology Expo (VRATE) could be contacted about being included

in the EyeKnow.AZ database. Janet Fisher stated that if VRATE included packets of information for vendors, the packets could include information regarding EyeKnow.AZ and a request to update their information.

### **Committee Membership Discussion**

Ted Chittenden stated that he had invited Karen Hughes to attend the Public Information Committee, and he would encourage her to attend future meetings. He noted that Ms. Hughes had indicated that she had difficulty using the EyeKnow.AZ database, although she did not offer specifics. Ted Chittenden stated the Central Arizona Council of the Blind (CAZCB, formerly the AZCB Phoenix chapter) was now meeting for official business every other month with social events during the alternating months. Ted Chittenden stated he would continue to announce the need for committee members at upcoming meetings. Dean Colston inquired whether the challenge to getting committee membership was due to individuals' full-time work schedules. Ted Chittenden stated that work commitments could be an obstacle, although approximately 55% of blind and visually impaired individuals did not work, and therefore meeting attendance should not be a formidable challenge. Dan Martinez stated that younger generations were not as willing to join organizations, although individuals were more likely to join organizations when asked to do so. David Steinmetz stated that once individuals joined organizations, they needed to be engaged. Dan Martinez agreed and noted that individuals did not have to be blind or visually impaired to join a GCBVI committee. Dean Colston stated that he knew of a couple individuals that would potentially be interested in joining the committee and he would contact those individuals.

### **Social Media Discussion**

Lindsey Powers stated the GCBVI Facebook page views had increased in August compared to July although the post engagements had decreased. Ted Chittenden inquired how often Lindsey Powers posted to the GCBVI Facebook page. Lindsey Powers stated that she would usually post content approximately every other week. Dean Colston inquired whether the GCBVI had a Linked In account. Ted Chittenden stated his understanding that the Employment Committee had either developed or planned to develop a Linked In account. Ted Chittenden stated the GCBVI was reluctant to develop too many social media accounts, although the Public Information Committee could potentially consider adding another account. Ted Chittenden inquired whether it would be beneficial for the GCBVI to have a Linked In account, or only the Employment Committee. Dan Martinez stated that he had a personal Linked In account, although he was not active in using it. David Steinmetz stated that a Linked In account could bring

awareness to the council and the content could be about the council or blindness related information. Dean Colston stated that he would support a council Linked In account and noted that hiring managers were quite active on Linked In. Ted Chittenden inquired whether Dean Colston created his own Linked In account. Dean Colston stated he created his Linked In account years prior, although he had updated his account since then. Ted Chittenden stated that Facebook required that an organization account be linked to an individual. Mr. Chittenden stated his understanding that Lindsey Powers was the contact individual for the council Facebook page due to the changing of GCBVI Chairs. Dan Martinez stated that most government entities used a staff member to filter content and ensure the information did not reflect badly on the entity. David Steinmetz stated that most social media sites did require that an organization account be tied to another account or email. Ted Chittenden stated the council could potentially use the council email as the email contact for future social media accounts.

### **Strategic Plan Discussion**

Ted Chittenden stated the Executive Committee had not met to discuss the Strategic Plan.

### **Agenda and Date for Next Meeting**

The next meeting of the Public Information Committee will be on Tuesday, November 5, 2019, from 2:00 pm to 3:30 pm. in the Stillwell Conference Room, at 515 N. 51st Avenue, Phoenix, AZ. Agenda items are as follows:

- GCBVI Outreach Discussion
- Database Discussion
- Committee Membership Discussion
- Social Media Discussion
- Annual Report Discussion
- Strategic Plan Discussion

### **Announcements**

David Steinmetz stated that AIB would offer a Brown Bag Lunch for employees on October 24<sup>th</sup> and would focus on getting the most out of one's smart phone.

### **Public Comment**

A call was made to the public with no response's forthcoming.

## **Adjournment of Meeting**

David Steinmetz moved to adjourn the meeting; Dan Martinez seconded the motion. A voice vote was taken, and the motion passed unanimously. The meeting stood adjourned at 3:20 pm.