

**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Public Information Committee Meeting Minutes**  
September 25, 2018

**Members Present**

Ted Chittenden  
Dan Martinez  
Janet Fisher

**Members Absent**

David Steinmetz

**Staff Present**

Lindsey Powers

**Guests Present**

Sara Muth  
Andrea Pasquale

---

**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 August 21, 2018 Meeting Minutes**

Dan Martinez moved to approve the minutes of the August 21, 2018 Public Information Committee meeting. Janet Fisher seconded the motion. Ted Chittenden requested the minutes be corrected to indicate that the committee had not received a client success story from SAAVI Services for the Blind. The amended minutes were approved by unanimous voice vote.

**GCBVI Annual Report Discussion**

Ted Chittenden stated his understanding that the GCBVI Annual Report was mostly complete and inquired whether Dan Martinez received a council Chair report or a biography for Amy Porterfield. Dan Martinez stated he had not received the missing reports. Janet Fisher suggested the committee develop a biography for Amy Porterfield to recognize the Chair position. Ted Chittenden stated the Annual Report did include the pertinent information

which included the council resolutions, Rehabilitation Services Administration (RSA) reports, the GCBVI Strategic Plan and the committee reports. Dan Martinez stated he received a biography and picture of Jim LaMay and would include it in the annual report. Mr. Martinez stated his preference that the Annual Report be submitted in September, although the council would submit the report as soon as possible.

## **Database Discussion**

Ted Chittenden stated that Sharonda White indicated that the Assistive Technology (AT) Committee requested the EyeKnow.AZ website be printable through epub and PDF in time to demonstrate at the Vision Rehabilitation and Assistive Technology Expo (VRATE). Ted Chittenden stated he informed Sharonda White that he would relay the AT Committee's preferences to Sara Muth, Secretary of State IT, although he was unsure whether both changes could be implemented prior to VRATE. He added that Sharonda White stated the AT Committee would prefer the website include the option to be printed in PDF, if only one change could be implemented. Janet Fisher stated Sara Muth had inquired whether the committee preferred a specific version of Adobe, and Ms. Fisher had indicated that the Arizona Braille and Talking Book Library had enough version of Adobe. Janet Fisher noted that the primary focus of the Secretary of State's office was elections, therefore, Sara Muth could not devote her full attention to the website. Ms. Fisher stated that Sara Muth could include a link on the main page of the website so that individuals could print the entire directory as a PDF. Janet Fisher stated that Sara Muth also intended to create a Table of Contents and Index for the website resources. Janet Fisher stated that the individuals with administrator access could print a Word version of the website. Janet Fisher stated that moving forward, Sara Muth inquired whether the committee would prefer that the website be dynamically available, which would include the most recent updates to the website. Janet Fisher stated the other option would require the individuals with administrative access to make changes to the website and publish those changes. Janet Fisher stated that a dynamic website would require more time to update each page of the directory. Janet Fisher stated in the future, the website could notify the individuals with administrative access that one of the organizations on the website had requested a change to its information.

Janet Fisher stated that Sara Muth would begin working on implementing the option to print the website in PDF in time for VRATE and would attempt to create a Table of Contents and an Index. Dan Martinez stated that he could develop a Table of Contents using Word and save it as a PDF file. Dan Martinez noted that the Services for the Blind Visually Impaired and Deaf (SBVID) Resource Directory was printed biannually, therefore the

EyeKnow.AZ website could be updated quarterly. Ted Chittenden stated that Sharonda White had also requested that the website allow an individual to print the search results without the inclusion of extraneous information. Janet Fisher stated that an individual could print search results for one item in the website. Ted Chittenden inquired whether the website could include printer friendly pages, so an individual could print out a list of the search results, without including the information for each resource. Janet Fisher inquired whether the committee would prefer that the website remove the annotations, such as the address and contact information of the resource.

Janet Fisher stated that Dan Martinez had agreed to develop a Table of Contents for the EyeKnow.AZ website and convert it to PDF. Sara Muth stated that Dan Martinez would need the Word version of the website and inquired whether the committee would like to include a Table of Contents and an Index. Dan Martinez stated that a Table of Contents and an Index would appear more professional if an individual wanted to print the directory. Janet Fisher stated an individual could print the information for one search result and inquired whether a user could print the information for a list of search results. Sara Muth stated the search results were truncated, which would allow the individual to print an abbreviated version of the search results. Ms. Muth noted that if the website was not truncated, the individual would receive all the information, which would be lengthy. Ted Chittenden inquired whether the website could include a printer friendly version of the categories included in the website. Sara Muth stated she could create the ability for a user to print the Category Descriptions in PDF. Ted Chittenden stated he would relay the information to the AT Committee and inquire regarding the committee's preferences regarding EyeKnow.AZ. Ted Chittenden inquired whether any items had been added or updated within the website. Janet Fisher and Lindsey Powers stated they had not received any requests to add or update information. Ted Chittenden stated he was pleased that the EyeKnow.AZ received a high number of visitors.

### **GCBVI Strategic Plan Discussion**

Ted Chittenden stated the Employment Committee had offered feedback regarding the Employer rack cards and that the Public Information Committee had made those changes. Mr. Chittenden stated he would send the modified rack card to the Employment Committee for their review. Janet Fisher inquired how the rack cards would be printed. Dan Martinez stated the Employment Committee could use committee funds to print the rack cards or the Department of Economic Security (DES) Graphics Unit could potentially print the rack cards. Janet Fisher encouraged Ted Chittenden to request feedback from the Employment Committee in a reasonable time to get the rack cards printed quickly.

## **VRATE Discussion**

Dan Martinez stated the AT Committee would provide two one-hour presentations at VRATE, and the GCBVI would hold a Town Hall meeting as well. Ted Chittenden inquired whether the council would have a table at VRATE. Lindsey Powers stated the council was registered to have a table at VRATE. Janet Fisher inquired whether several council members should attend the Town Hall meeting at VRATE. Dan Martinez stated the council was required to capture feedback from the community, which did not require all council members to attend.

## **GCBVI Outreach Discussion**

Ted Chittenden stated he was unable to give the GCBVI presentation during the Introduction to Blindness workshop in September, although he gave RSA Dan Martinez's contact information. Dan Martinez stated he expected to receive the call at 2:45, but RSA didn't contact him until after 3:30. Ted Chittenden stated he would follow up with RSA regarding the Introduction to Blindness presentation time. Ted Chittenden stated the VA would hold their VA White Cane Day on October 19, 2018, and he would be able to attend for several hours. Ted Chittenden stated the National Federation of the Blind of Arizona (NFBA) would hold a White Cane Safety Day event, although the committee had not received information regarding the actual date for their event.

## **Committee Membership Discussion**

Dan Martinez stated that due to changing responsibilities within the Arizona Industries for the Blind (AIB), Carlos Paraskevas would no longer participate on the committee. Ted Chittenden stated that Andrea Pasquale was a guest at the meeting, and he would welcome her to join the committee. Mr. Chittenden inquired whether Dan Martinez had contacted Roberta Crowe and inquired whether she would be interested in participating on the committee. Dan Martinez stated he had not contacted Ms. Crowe, although he would. Dan Martinez stated that his GCBVI council membership would end in December and he had decided not to renew his membership, and he was unsure whether he could continue to participate on the Public Information Committee. Dan Martinez stated that changes within his Department at AIB and personal commitments did not allow him enough time to participate on council and committee activities. Ted Chittenden stated that he and George Martinez were seeking a member from the Arizona Council of the Blind (AzCB) to replace Dan Martinez's position on the council. Janet Fisher inquired whether AIB would continue to have representation on the council.

Dan Martinez stated the CEO position had been re-announced and he was unsure how the organization would be structured. Ted Chittenden stated that George Martinez had indicated that he had media contacts, who could be potential committee members.

### **Social Media Discussion**

Lindsey Powers stated the council Facebook page continue to receive slow but steady traffic and she could provide statistics regarding the page. Ted Chittenden stated the committee had previously discussed developing a council Twitter page, although the committee was unsure whether blind and visually impaired individuals used Twitter. Ted Chittenden inquired whether Andrea Pasquale knew whether blind and visually impaired individuals used Twitter. Andrea Pasquale stated Sun Sounds had a Twitter account, which was popular among the younger blind and low vision users. Ms. Pasquale stated that different age groups would use different social media platforms. Andrea Pasquale stated Sun Sounds distributed a survey inquiring about individual's social media preferences, which she could share with the committee. Ted Chittenden stated the committee wanted to reach a large audience, especially younger blind and visually impaired individuals and to encourage younger individuals to get involved in blindness issues. Andrea Pasquale stated that Arizona State University has a Political Outreach Department as well as a Disability Resource Center, which offered resources to younger individuals. Andrea Pasquale stated that Sun Sounds was also interested in attracting young blind and visually impaired individuals. Ted Chittenden stated one challenge in locating younger individuals was that the population of blind and visually impaired individuals was mostly older individuals. Andrea Pasquale suggested the committee contact organizations that actively employed blind and visually impaired individuals.

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

The next meeting of the Public Information Committee will be on Tuesday, October 23, 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
- VRATE Discussion
- Committee Membership Discussion
- GCBVI Outreach Discussion
- GCBVI Strategic Plan Discussion
- Social Media Discussion

## **Announcements**

There were no announcements.

## **Public Comment**

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

## **Adjournment of Meeting**

Janet Fisher 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 3:28 pm.