

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

January 14, 2020

Members Present

Ted Chittenden
David Steinmetz
Janet Fisher
Dean Colston

Members Absent

Staff Present

Lindsey Powers

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:02 pm in the RSA Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made, and a quorum was present.

Approval of November 5, 2019 Meeting Minutes

David Steinmetz moved to approve the minutes of the November 5, 2019 Public Information Committee meeting. Dean Colston seconded the motion. The minutes were approved by unanimous voice vote.

GCBVI Outreach Discussion

Ted Chittenden stated he participated in the Introduction to Blindness workshop in December and discussed the GCBVI and the Arizona Council of the Blind (AzCB). He noted that he received interest regarding the EyeKnow.AZ website, although he did not receive any questions. Ted Chittenden stated his understanding that there could potentially be a workshop in January as well. David Steinmetz stated the Employment Committee was planning for the next E75 Diversity Builder Award event for February 19, which would be a breakfast event at Ability 360. David Steinmetz stated the Save the Date invite had not been distributed yet, and former GCBVI member, Jeff Bishop, would be the keynote speaker. Ted Chittenden inquired whether the Employment Committee needed assistance from the Public Information Committee to complete the flyer. David

Steinmetz stated the Employment Committee was working with the Department of Economic Security (DES) Public Information Officer (PIO) to ensure that the flyer graphics were accessible, although the print was accessible. Ted Chittenden inquired whether the Save the Date invite would be sent to council members. Lindsey Powers stated her understanding that the Save the Date invite would be distributed once it was accessible and would be followed up with an official invite to the event. Ted Chittenden inquired whether members of the public would be invited to attend the event. David Steinmetz stated the committee was inviting employers to attend the event to recognize employers that had hired blind and visually impaired individuals as well as to share best practices in hiring. Ted Chittenden stated he would plan to attend the event, which was a great outreach effort.

Ted Chittenden stated he had been unable to attend the Vision Rehabilitation and Assistive Technology Expo (VRATE) in November and inquired regarding the event. Janet Fisher stated that VRATE went well. Dean Colston stated the first day of the event was well attended, and the second day was quieter. Janet Fisher stated the attendance was lower in the afternoon of the second day. Janet Fisher stated the exhibitors began leaving in early afternoon. Ms. Fisher stated the VRATE Board was planning on a one-day event for the upcoming year. David Steinmetz inquired whether any member of the GCBVI was part of the VRATE Board. Janet Fisher stated that Christine Tuttle, Outreach Librarian, was still on the VRATE Board and she received updates from her as well as Dan Martinez. Ted Chittenden inquired whether any committee members would be willing to participate on the VRATE Board. Mr. Chittenden stated he would be willing to participate on the VRATE Board although he would need to know who to contact. Janet Fisher stated that Jordan Moon would be the best contact on the VRATE Board. David Steinmetz stated he would also reach out to Mr. Moon regarding involvement on the VRATE Board.

Database Discussion

Ted Chittenden stated that the EyeKnow.AZ database usage statistics had decreased slightly in December, although he had mentioned the database during the Introduction to Blindness workshop and hoped that individuals would visit the site. Ted Chittenden stated he liked the layout of the text of the individual searches for December. Janet Fisher stated Sara Muth, IT Secretary of State, put that information together. Dean Colston agreed that the information was clear and accessible. David Steinmetz stated that both the spreadsheet and the text information were easy to read. Ted Chittenden stated in reviewing the search results, he wondered whether the committee should consider expanding the database into including medical information.

Janet Fisher stated the search results were based on the description of services provided by the organization. Ms. Fisher stated if an organization used the term "eye examination" that search term would come up in a search. She noted the database could benefit from including predictors, such as a Google search. Janet Fisher stated that some individuals using the site might be entering too many terms or words, which would not yield results and inquired whether the database would benefit from some basic education for users. Ted Chittenden stated that Google would have a copyright on their predictor capability. David Steinmetz stated the predictor capability would be part of the software used. Janet Fisher stated she could inquire with Sara Muth on whether a predictor could be added to the database. David Steinmetz inquired whether any VRATE vendors had indicated interest in being added to the database. Janet Fisher and Lindsey Powers stated they had not received any requests from vendors to be included in the database.

Janet Fisher inquired whether the committee should include other subjects in the EyeKnow.AZ database. Ted Chittenden stated the original intent of the database was not to include medical resources, although the committee might want to reconsider. Dean Colston stated his agreement in expanding the database to include more information. Ted Chittenden stated there were a significant number of eye doctors and ophthalmologists, and if all were added, the database would be quite large. He noted that then the committee would need to identify the contact person that would come up in a search. Janet Fisher suggested the committee inquire whether Rehabilitation Services Administration (RSA) staff had any preferences regarding the resources included in the database. She noted that she performed a search for macular degeneration and was only able to locate information for a support group. Ted Chittenden stated that he would speak to Brian Dulude, SBVID Program Manager, regarding possibly expanding the EyeKnow.AZ database. Janet Fisher stated she received a response from Sara Muth, who indicated that a predictor could be added to the database, although it would be a large undertaking. Ms. Fisher stated that all possible keywords would need to be indexed for all the resources in the database. Janet Fisher stated that Sara Muth would need to put the request through the IT Project System, and she was unsure when the project could be completed. Ted Chittenden stated the committee could consider the option and discuss it at the next meeting.

Committee Membership Discussion

Ted Chittenden stated the committee was down to 4 members, and he hoped to add new members to the committee. Ted noted that he spoke to Michael Bailey, who indicated that he might be interested in joining the

committee. Ted Chittenden inquired whether any committee members had spoken to others that would be interested in joining the committee. Dean Colston stated that one of the individuals he spoke to was interested in joining the committee but would not currently be able to join now. Ted Chittenden stated his preference that the committee had 8-10 members in order to perform the necessary committee activities. David Steinmetz suggested the committee recruit individuals from the comprehensive services providers, such as SAAVI Services for the Blind, Foundation for Blind Children (FBC) and the Arizona Center for the Blind and Visually Impaired (ACBVI).

Social Media Discussion

Ted Chittenden stated that Dean Colston had indicated that he would be willing to assist in developing a Linked In account for the council. Dean Colston stated the council would benefit from having a presence on Linked In. Dr. Colston inquired whether the Arizona Industries for the Blind (AIB) had its own Linked In page, or whether the page was linked to a personal account. David Steinmetz stated he created his own Linked In profile, and then created an AIB profile that he and the IT Manager had access to as the moderators. Dean Colston inquired whether David Steinmetz created a personal account, and then linked to a Company page. David Steinmetz confirmed that his account was linked to the AIB page. Dean Colston stated the information posted on the GCBVI Facebook page could be shared on the council Linked In page as well. Ted Chittenden agreed that the same information could be shared on both accounts. Dean Colston stated he could develop the council Linked In page under his profile and begin moving content from the council Facebook page to the Linked In page. David Steinmetz noted that Dean Colston would need to invite his network to Like or Follow his posts. Ted Chittenden suggested that Lindsey Powers also be added as a moderator so that she could post the same information to the GCBVI Facebook page and the Linked In page. Lindsey Powers stated she would be willing to be a moderator to the council Linked In page as well. Dean Colston stated he would develop the council Linked In page and allow the committee members to provide feedback.

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, March 3, 2020, from 2:00 pm to 3:30 pm. in the RSA Conference Room, Phoenix, AZ. Agenda items are as follows:

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

Announcements

David Steinmetz stated that AIB would hold their second Brown Bag Lunch and Learn on January 16th. He noted that a doctor would be speaking about nutrition for pre and post diabetes for AIB employees.

David Steinmetz stated Foundation Fighting Blindness Vision Walk was scheduled for February 29th at Steele Indian School Park.

Public Comment

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

Adjournment of Meeting

Dean Colston 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 2:45 pm.