

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

November 5, 2019

Members Present

Ted Chittenden
Dan Martinez
Janet Fisher
Dean Colston

Members Absent

David Steinmetz

Staff Present

Lindsey Powers

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:04 pm in the Stillwell Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made, and a quorum was present.

Approval of September 17, 2019 Meeting Minutes

Dan Martinez moved to approve the minutes of the September 17, 2019 Public Information Committee meeting. Dean Colston seconded the motion. The minutes were approved by unanimous voice vote.

GCBVI Outreach Discussion

Ted Chittenden stated that he contacted Beverly Reghabi, Services for the Blind, Visually Impaired and Deaf (SBVID), to let her know that his number had been removed from the Do Not Call list and she should be able to contact him regarding the Introduction to Blindness workshops. Ted Chittenden stated his understanding that Rehabilitation Services Administration (RSA) would not likely hold a workshop in December and would resume in January.

Ted Chittenden stated that he and Dean Colston attended the White Cane Day event at the VA Hospital on October 17th. Dean Colston stated that it was his first time attending the event, although he felt the event was successful. Dr. Colston stated that some individuals stopped by the council

table to ask questions and to share their stories. He noted that he and Mr. Chittenden handed out council materials to interested individuals. Ted Chittenden stated that a member of the Blinded Veterans Association (BVA) requested a council application and noted that he had tried to apply for council membership before but had issues with the application form, which could be somewhat difficult to navigate.

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 Dan Martinez had any updates regarding the event. Dan Martinez stated that VRATE Board members had been working hard to plan the event. Mr. Martinez stated that the Employment and Assistive Technology (AT) Committees would be providing a presentation on Worksite Assessments and the Education Committee would present on the Youth Summer Program. Ted Chittenden inquired whether the committees would be presenting on the same day. Dan Martinez stated the Friday presentations would focus on employment and job seekers and the Employment and AT Committee would present on that day. He noted that Saturday would focus on teachers, students and parents and the Education Committee would present on Saturday. Ted Chittenden inquired regarding the number of individuals that had registered to attend the event. Dan Martinez stated he received a list of the registered attendees, although it did not provide a total number. He noted that he did anticipate that approximately 500 individuals would attend on Friday, and he was unsure regarding the attendance on Saturday. Ted Chittenden stated that he would be attending the event on both days and would be able to sit at the council table as well as the Arizona Council of the Blind (AzCB) table. Dean Colston stated that he would be able to attend the event on both days as well and would assist in staffing the council table. Janet Fisher stated that she would be at the conference on Friday afternoon and Saturday, although she was unsure when she would be able to staff the table. Ted Chittenden noted that if he was able to, he would like to attend some of the presentations as well. Janet Fisher inquired whether the council would hold a Town Hall meeting during the event. Dan Martinez stated the council would not hold a Town Hall meeting due to the low attendance the previous year for that meeting. Janet Fisher agreed that the group had been small, although they did ask some good questions. Ms. Fisher stated that she had talked to VRATE Board members regarding possibly offering goodie bags to the vendors, which could include information about the EyeKnow.AZ database. She noted that the information could be provided in Braille, large print and Spanish. Ted Chittenden inquired whether any of the VRATE vendors were not included in the EyeKnow.AZ database, and whether the council could provide a form for them to request to be included. Dan Martinez stated that not all of the vendors were included in the EyeKnow.AZ database. Janet Fisher stated

that Dan Martinez had previously developed a handout that could be distributed at VRATE for the vendors, which indicated that vendors could contact the GCBVI email address if interested. Dean Colston inquired regarding the time of VRATE on both days. Dan Martinez stated the event would run from 9:00-4:00 on Friday and Saturday, and registration would open at 8:00 on Friday.

Database Discussion

Ted Chittenden stated that the EyeKnow.AZ database usage statistics had decreased slightly, and he hoped that when he began participating in the Introduction to Blindness workshops, he would be able to encourage individuals to visit the website. Ted Chittenden inquired whether any new organizations had been added to the database or had requested an update to their information. Lindsey Powers stated she had not received any new requests or requests for updates. Janet Fisher inquired whether the committee members had the opportunity to review the spreadsheets that she sent. Ted Chittenden stated he reviewed the Excel spreadsheet briefly, although he was trying to identify the information in the spreadsheet. Janet Fisher stated she liked to review the categories searched and noted that most of the zip codes were in the metropolitan Phoenix area. Ted Chittenden agreed that the majority of the searched by zip code would be in Phoenix or Tucson, although he did expect to see more searches in the Navajo nation, due to the prevalence of diabetes in those areas. Janet Fisher inquired whether the committee would like Sara Muth, Secretary of State IT, to continue to prepare the reports. Ted Chittenden stated he was unsure whether he would relay portions of the report to the Full Council members. Janet Fisher stated that the categories searched could be of interest to the different committees. Dan Martinez stated most individuals would be searching for adjustment to blindness resources due to the gap between diagnosis and blindness services. Mr. Martinez stated most individuals did not receive resources quickly and were seeking information. Ted Chittenden stated the committee could continue to request the reports and identify whether there were any long-term trends in the categories searched. Janet Fisher inquired whether committee members would prefer the reports in a different format. Dan Martinez stated that he found spreadsheets difficult to navigate. Ted Chittenden stated that he liked Excel spreadsheets, although he did have to jump around to locate the information. Mr. Chittenden stated that an alternative could be to put the information in tables in a Word document. Dan Martinez stated that he had to enlarge the print within the cells, which required enlarging the cells, and therefore made the document larger. Janet Fisher stated that she wanted the committee members to be able to access the information and would try different formats.

Committee Membership Discussion

Ted Chittenden stated that he had invited Karen Hughes to attend the Public Information Committee meeting, although she was currently seeking employment and was not able to participate. Dean Colston stated that he contacted individuals that would potentially be interested in participating on the committee. He noted that one individual was moving from California to Arizona, although she had indicated that her schedule would not permit her to participate. He stated the other individual had indicated that it was not a good time for her to participate on the committee. Dan Martinez stated that he would inquire whether Daniel French, Phoenix Mayor's Commission on Disability Issues, would be willing to participate on the committee. Dean Colston inquired regarding the ideal number of members on the committee. Ted Chittenden stated that ideally, the committee would have 8-10 members to handle the outreach to the public, development of the GCBVI Annual Report, and the strategic plan activities. Mr. Chittenden noted that the committee was charged with providing outreach to the blindness community as well as the general public, that would not be aware of the council. Dan Martinez stated he would recommend the committee have 7-9 members, although the number of members depended on the work required by the committee members.

Social Media Discussion

Ted Chittenden stated the GCBVI Facebook statistics had decreased in October. Dan Martinez suggested that Ted Chittenden continue to encourage council members to like, follow, and share the GCBVI posts with their networks. Ted Chittenden stated the committee members had discussed developing a council Linked In page and inquired whether Dean Colston had any new information. Dean Colston stated he had not conducted any research and inquired whether a council Linked In page would need prior approval. Ted Chittenden stated the council could develop a Linked In account, although the council would have to ensure that the information posted did not disparage the state or the Governor's office. Dean Colston inquired whether the account would have a moderator. Ted Chittenden stated that Lindsey Powers was the Administrator of the GCBVI Facebook account. Dean Colston stated he could obtain some guidelines and research regarding the development of a council Linked In page. Dr. Colston noted that the council could obtain more community participation on a Linked In account, which focused more on business and employment. Janet Fisher suggested that a Linked In account mention the Employment Committee's event, the E75 Diversity Awards. Ted Chittenden suggested

that Dean Colston and Lindsey Powers work together on obtaining information for the development of a council Linked In account.

Strategic Plan Discussion

Ted Chittenden stated the Executive Committee had not met to discuss the Strategic Plan. Ted Chittenden noted that the committee would continue to work on committee goals and activities outside of the Strategic Plan.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, January 21, 2020, from 2:00 pm to 3:30 pm. in the RSA Conference Room, 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

Janet Fisher stated that the meeting was Dan Martinez's last meeting as a member of the Public Information Committee and inquired whether the council could recognize Dan Martinez at the upcoming Full Council meeting. Lindsey Powers agreed and noted that she would plan a recognition for Mr. Martinez at the upcoming Full Council meeting.

Ted Chittenden thanked Dan Martinez for all his hard work and assistance on the GCBVI and the Public Information Committee. Mr. Chittenden stated the Phoenix AzCB chapter changed their name to the Central Arizona Council of the Blind (CAzCB).

Dan Martinez announced that the Phoenix Mayor's Commission on Disability Recognition Event would be on Thursday, November 7th at 5:00 pm, and would recognize individuals in the community that increased opportunities for inclusion.

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 3:20 pm.