

# Arizona Achieving a Better Life Experience (ABLE) Act Oversight Committee Meeting Minutes

November 14, 2017  
10:00am – 11:30am  
Location: 1789 W. Jefferson St.  
Phoenix, AZ 85007  
3rd Floor, SE DBF Conference Room

Meeting called to order at 10:08 am

In Attendance:

Robert Fleming - Committee Chair  
Brittaney Chipley – Executive Director  
Joyce Millard-Hoie - Committee Member  
Grahame Richards - Committee Member  
Debra Peterson - Arizona Department of Economic Security, Assistant Director  
Jason Snead – Committee Member  
Karla Phillips - Committee Member (via phone)  
Wendy Wilda - Arizona Department of Economic Security, Executive Assistant

1. Welcome and Introductions
2. Implementation Action Items:
  - a. Launch date – Aiming for February 14, 2018
  - b. Program Name – AZ ABLE
  - c. Logo Ideas – Like an outline of the State with a saguaro. Also like using the tag line for ABLE with it.
  - d. URL – Brittaney will check into both options below:
    - i. 1<sup>st</sup> choice is azable.com, however that is already owned, but it is for sale. Debi said that DES can cover the expense of purchasing it if it is under \$1000. If it is more, please see her to discuss.
    - ii. 2<sup>nd</sup> choice is ableaz.com.
  - e. Pictures – Everyone would like to ensure that the pictures are diverse in both nationalities and disabilities. Any photos that are included will need to have a signed photo release. Some ideas discussed was a contest and/or a asking people as they sign up if they would be interested in being on the website. Brittaney will find out the maximum number of photos we can use on the website. For purposes of the presentation they can use their standard pictures.
  - f. Website Content/Audio – All of the content seems to be the same. Everyone likes the format. Would like to include desert landscaping in the background. We will need someone to do voice overs for the site. Joyce said that she has someone who may be able to do that for us. She will check on it. Brittaney added that a Spanish version is in the works.

- g. Plan Disclosures – Brittaney said that the plan disclosure statement will be under appendix 4. She will work with our attorney’s on the verbiage once the contract is executed.
  - h. Color Scheme - Everyone agreed on a deep blue and gold colors for the website. We want to make sure that the colors and text are compatible for the vision impaired and are in compliance with standards.
3. Open Forum/ Call to the public:
- a. No public comments.
  - b. Brittaney discussed the marketing and training that is upcoming in December. They will be on December 13<sup>th</sup> and 14<sup>th</sup>, 2017. She will be sending invites out by the end of next week.
    - i. Brittaney will check with them to see if they can meet with the committee during this visit or another visit in January.
  - c. The Rules are waiting on Governor’s Office approval, they are in the DES Policy Unit approval process.
  - d. If you have any legislation questions, please contact Kathy Ber, DES Director of Legislative Services.
  - e. Brittaney will work with Tasya Peterson, DES Director of Communications for media outreach and putting out a statement from the Governor’s Office for the launch.
4. Meeting Adjourned at 11:02 am.