

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
September 29, 2020

Members Present

Ted Chittenden
Janet Fisher
Dean Colston
David Steinmetz

Members Absent

Michael Bailey

Staff Present

Lindsey Powers

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:14 pm. Introductions were made and a quorum was present.

Approval of August 25, 2020 Meeting Minutes

David Steinmetz moved to approve the minutes of the August 25, 2020 Public Information Committee meeting. Dean Colston seconded the motion. The minutes were approved by unanimous voice vote.

GCBVI Annual Report Discussion

Ted Chittenden stated the committee had received the Education Committee and the GCBVI Chair report, although the committee had not received the Employment, Deaf-Blind Issues, and Legislative and Public Policy Committee reports. Mr. Chittenden stated the committee was also waiting for success stories from SAAVI Services for the Blind and Vocational Rehabilitation (VR) as well as a report from SBVID and/or Rehabilitation Services Administration (RSA). Ted Chittenden noted the Executive Committee would meet and he would make the request for those reports at that meeting. Ted Chittenden inquired regarding the status of the Annual Report development. Dean Colston stated he started editing the Annual Report and was waiting to receive the additional reports.

GCBVI Outreach Discussion

Ted Chittenden stated he had participated in the recent Introduction to Blindness workshop in which 1 client attended per meeting on the same day. Ted Chittenden stated both individuals expressed interest in the council. Ted Chittenden noted that one of the individuals expressed concern regarding the racial makeup of the council to which he indicated the council did not discriminate based on race. Ted Chittenden stated he intended to attend the upcoming workshops through December and would be willing to continue when David Steinmetz had taken over as committee Chair as well. David Steinmetz stated he would like to know the information that Ted Chittenden shared at the Introduction to Blindness workshops.

Ted Chittenden stated that he, Dean Colston and Lindsey Powers attended the National Federation of the Blind of Arizona (NFBA) State Convention on September 11th which was held via Zoom. Ted Chittenden stated that they only received one visitor, which was another exhibitor at the event. Mr. Chittenden stated that Donald Porterfield, NFBA President, also stopped by to talk to the committee members. Ted Chittenden stated his understanding that because the event was held by Zoom, not as many individuals were participating in the virtual exhibit hall. Ted Chittenden stated the committee would also be participating in the upcoming virtual VA White Cane Day on October 13th from 10:00-10:30, in which the committee would provide a 15-minute presentation and would answer questions for the last 15 minutes. Dean Colston inquired whether the VA White Cane Day was held for one or two days. Ted Chittenden stated the VA White Cane Day was being held on October 13 and 14, although the committee was only signed up to present on October 13th.

David Steinmetz stated that Arizona Industries for the Blind (AIB) would be holding a webinar for National Disability Employment month on October 22nd from 9:00-11:00. David Steinmetz stated Congresswoman Debbie Lesko would be the keynote speaker and would speak about the contributions of individuals with disabilities in the workplace and the importance of bringing awareness to employment of individuals with disabilities. Mr. Steinmetz stated that representatives from RSA, and the Arizona Center for Disability Law would be speaking at the event. In addition, the CEO of AIB and David Steinmetz would be speaking about hiring individuals with visual impairments at this event. David Steinmetz stated the event would include an Assistive Technology (AT) presentation and an employer engagement presentation from Terrell Welch. David Steinmetz inquired whether Donald Porterfield had indicated whether the overall NFBA attendance was lower or the same as previous years. Ted

Chittenden stated Mr. Porterfield had indicated that while the exhibit hall attendance was low, the attendance at the meetings was high.

Ted Chittenden stated his understanding that the Vision Rehabilitation and Assistive Technology Expo (VRATE) had set up registration through their website and the council was registered to present at VRATE. Ted Chittenden stated he was unsure whether VRATE was still accepting exhibitor registrations for the event. David Steinmetz stated the AT and Employment Committee would be co-presenting on the etiquette of virtual interviewing and the required technology for conducting professional interviews. Ted Chittenden inquired whether David Steinmetz would recommend that the council attend VRATE as an exhibitor. David Steinmetz stated he was unsure and inquired regarding the traffic the council table received at events in person. Ted Chittenden stated that at previous events, the council would receive traffic in between the presentations at VRATE. David Steinmetz stated the exhibit hall attendance at VRATE could be similar as the NFBA, although some national conferences experienced 3-4 times greater attendance. Dean Colston stated he would be in favor of attending VRATE as an exhibitor. Janet Fisher inquired whether VRATE would be charging non-profits to have an exhibit table at the event. Ms. Fisher suggested the council advertise on the VRATE website or the event program to make the council visible. Janet Fisher noted that even during the in-person events, the council table did not receive significant traffic. Ted Chittenden inquired whether VRATE was charging a registration fee for non-profits. David Steinmetz stated the VRATE Board voted on that, although he was unsure of the results. David Steinmetz stated the VRATE Board recognized that it would be unfair for exhibitors to have to pay for a virtual table and not receive a lot of traffic. David Steinmetz stated that VRATE would accept sponsorships for vendors to have advertising time throughout the event. Dean Colston stated the importance of being visible in the community, although if VRATE was charging exhibitors, he was unsure whether the council should pursue attending. David Steinmetz stated the council could also consider creating a pre-recorded video in which individuals could click on the link to play the video. Janet Fisher suggested the video include something catchy to grab individual's attention, like vendors at the State Fair. Ted Chittenden stated he was unsure whether the council would have enough time to develop a video for VRATE. David Steinmetz stated that Ted Chittenden might be able to record a presentation similar to his presentation at the Introduction to Blindness using Zoom. Ted Chittenden inquired regarding the date

Database Discussion

Ted Chittenden stated the EyeKnow.AZ statistics were rather low in August. Ted Chittenden inquired whether there had been any additions to the EyeKnow.AZ database. Janet Fisher and Lindsey Powers stated they had not received any requests for additions to the database.

Committee Membership Discussion

Ted Chittenden stated that Carlos Paraskevas had expressed interest in participating in the Public Information Committee and he would contact Mr. Paraskevas regarding his continued interest in participating. David Steinmetz stated he spoke to an individual that was interested in working in Public Relations and had suggested the individual participate on the committee but had not received a response.

Social Media Discussion

Dean Colston stated the council Linked In page now had 211 followers, which was 40 new followers from the previous month. Dean Colston stated the council page had 33 views, and the engagement rate ranged from 3.4-4.7%. Mr. Colston stated the followers were in the professions of 33% Education, 13% Media and Communication, 10.7% Business Development and 7% Human Resources. Dean Colston stated the council page did not have many Comments or Likes from others on Linked In, although individuals were visiting the page and the council was increasing awareness. Ted Chittenden stated he had made suggestions for Linked In content and would be curious to learn whether that information increased traffic to the page.

GCBVI Rules and Procedures Follow Up

This item was tabled.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, October 27, 2020, from 2:00 pm to 3:30 pm. Agenda items are as follows:

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

- GCBVI Rules and Procedures Discussion

Announcements

Ted Chittenden stated that a recent update to Firefox made it difficult for screen readers to open more than one window, although that had been rectified.

Public Comment

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

Adjournment of Meeting

Dean Colston motioned to adjourn the meeting. Janet Fisher seconded the motion. The meeting was adjourned at 3:05 pm.