



**MARKETING/PR COMMITTEE**

Thursday, Dec. 19, 2019

2:15 – 3:15 p.m.

3839 N. 3rd Street, Suite 306, Phoenix, Arizona 85012

**DRAFT MINUTES**

A Marketing/PR Committee meeting of the Arizona Developmental Disabilities Planning Council (ADDPC) was held Thursday, Dec. 19, 2019 at the ADDPC Office, 3839 N. 3rd Street, Suite 306, Phoenix, Arizona 85012 with prior notice given to members of the public. The following members of the committee attended or were absent from the meeting:

**Members Present**

Angelina James,  
Monica Cooper, Telephone  
J.J. Rico, Telephone

Scott Lindbloom, Telephone

**Members Absent**

Ray Morris

**Staff**

Sarah Ruf, Staff Liaison

Julie Whitaker, Program Project Specialist

**A. Call to Order**

Chair J.J. Rico began the meeting with a call to order at 2:15 p.m. and conducted a roll call.

**C. Upcoming Webinars**

Staff Liaison Sarah Ruf told the committee about two webinars planned for January based on committee approval. Thanks to previous suggestions from this committee, staffers have produced two webinars on the current contract with the Northern Arizona University Institute of Human Development – one offering technical assistance to organizations who want to apply for Council grants, and one covering information and questions about Empowerment Scholarship Accounts. This current IHD contract ends January 31, 2020 and Sarah said the webinar coordinator can produce two webinars in January aimed at two different audiences: one for Americans with Disabilities Act (ADA) coordinators just starting out in the job in tandem with the monthly ADA Coordinators Coalition group that meets at the ADDPC office, and a presentation on transition for students.

Council member Scott Lindbloom said he'd like to suggest a webinar on damaging school discipline practices against students with disabilities and group home practices. Sarah said that could be a topic the committee could consider for a future webinar. Scott suggested sharing news of a webinar on ADA issues with his city's coordinator, whom he works with often, and recording it. Sarah assured Scott each webinar is recorded and posted and uploaded to the Council's YouTube channel.

Council member Monica Cooper said as long as staff is recording the webinar, she thinks the idea is good, so people don't have to come in person. She also said the transition topic needs to be covered, too.

J.J. Rico said the ADA webinar should be broad and include people with disabilities in the audience. Many people are not aware of the law and need to learn about Title II of the Act, which mandates most cities and towns appoint an ADA coordinator. He thinks creating a presentation that's not too high-level would make it more attractive.

Sarah shared that Nanette Odell has already volunteered to help with the webinar. She's an ADA expert who organizes the coalition meetings, and is very good about including people with disabilities while educating about this topic. J.J. agreed Nanette is a good choice for that. He echoed the need for a focus on transition topics, especially after Council members met with Administration on Disabilities Commissioner Julie Hocker.

Council member Angelina James suggested promoting sites where people could watch the webinars in a group setting since some people in northern Arizona don't have strong internet connections or access to a computer. Sarah agreed to reach out to possible sites. Scott made a motion to approve the topics and Angelina seconded the motion. The motion passed unanimously.

#### **D. Hacienda: One Year Later Campaign**

Sarah gave an update on efforts to mark the one-year anniversary of the baby's birth and subsequent investigation at Hacienda HealthCare. An awareness video detailing the importance of preventing and reporting abuse against people with disabilities has been filmed. The committee discussed it back in March. Sarah is making final edits and the final cut will be released on Jan. 6 on KJZZ, social media and other possible outlets. On that same date, an editorial will be published co-written by executive director Erica McFadden.

Sarah also announced the Council's in-depth report on Adult Protective Services in Arizona will be officially released around the first week of January since it's related to protecting vulnerable adults. All Council members received a draft version of the report at the beginning of December to review. J.J. said he read it and had no changes.

### **E. Newspaper Insert Project**

Sarah gave an overview of the newspaper insert project idea to the committee members who were not present at the proposal meeting. The Council is still in the exploratory phase but this project could cost more or less than \$20,000. Two underserved communities had been identified as possible places to work with local newspapers – Navajo Times in Window Rock, the Navajo-Hopi Observer based in Flagstaff and some Valley-based Spanish-language newspapers.

After meeting with a couple of Latino leaders, however, some concerns were raised that the timing is bad due to fears about the new public charge rule enforcement. J.J. mentioned he's heard similar concerns but that the Council should consider other ways to reach out to the community and get creative, perhaps with ads in newspapers informing people of their rights to government services like the Division of Developmental Disabilities. J.J. said he's worried about money, but that the budget is different than his organization. He suggested talking with Native American Disability Law Center.

Sarah said she would talk with NADLC about this idea. Nothing is committed yet. Angelina and Eileen think the time is right to possibly create an inclusion storytelling project in northern Arizona. Monica supported this idea.

Concerns about the price were raised. Angelina said it's a lot of money to spend for people to simply wind up using the stories printed in the paper in wood stoves to burn. When she did the leadership development class, it was really tough working with the chapter houses or even the social service workers because they just didn't know about any resources. Maybe they need education about the resources first. She said the Council needs to figure out how to pass out this information in rural communities.

### **F. ADA anniversary plans for 2020**

Sarah said the 30-year anniversary of the ADA will take place in 2020 and asked for committee suggestions on how to plan a campaign to celebrate. Since Ability360 typically hosts a celebration, the Council could focus on efforts outside the Phoenix Metro area.

J.J. suggested hosting an event in Flagstaff since the temperature will be great in July and a cooler environment than central or southern Arizona. Different speakers could talk about their lives before and after the ADA passed in 1990. Angelina said this was a great idea and suggested creating a 5K run with community organizations at an accessible place since many people like to run in that area. She also suggested hosting a commemorative parade in honor of the anniversary.

**G. Review and approval of minutes – March 5, 2019**

After moving this agenda item to the end of the meeting, J.J. Rico called for the approval of the draft minutes from the committee's previous March 5, 2019 meeting. Council member Scott Lindbloom made a motion to approve. Council member Monica Cooper seconded the amended motion to approve, and the motion passed unanimously.

**G. Call to the Public**

No members of the public were present.

**H. Adjourn**

Monica moved to adjourn the meeting; Angelina seconded the motion. The motion passed and the meeting adjourned at 3:20 p.m.