



**MARKETING/PR COMMITTEE**

Tuesday, March 5, 2019

1:00 – 2:30 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 Tuesday, March 5, 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, Telephone  
Monica Cooper, Telephone  
Ray Morris, Telephone

Tom Uno, Telephone  
Scott Lindbloom, Telephone  
Lori Masseur, Telephone

**Members Absent**

J.J. Rico

**Staff**

Sarah Ruf, Staff Liaison  
Julie Whitaker, Program Project Specialist

Erica McFadden, Executive Director

**A. Call to Order**

Chair Ray Morris began the meeting with a call to order at 1:08 p.m. and conducted a roll call.

**B. Review and approval of minutes – November 7, 2018**

Ray called for the approval of the draft minutes from the committee's previous November 8, 2018 meeting. Council member Tom Uno made a motion to approve. Council member Monica Cooper seconded the amended motion to approve, and the motion passed unanimously.

### **C. New Reports and Promotion Ideas**

Staff Liaison Sarah Ruf told the committee several new public policy reports had been released since the beginning of 2019. She asked the committee about new ways to promote the reports to the audiences who want them most. The latest report is about Americans with Disabilities Act (ADA) coordinators across the state in municipalities.

Council member Scott Lindbloom said he shared the report with his Congressman Tom O'Halleran's Disability Advisory Committee as well as cities like Pinetop-Lakeside and Springerville who are pursuing ADA coordinator roles for their towns.

Council member Angelina James said one program she wants to promote is the renamed community leadership academy, now known as the Arizona Education and Empowerment Initiative, which also covers the ADA and how to access services. The Hopi Tribe is under a big renovation project for ADA compliance with their public buildings right now. Angelina said there needs to be an ADA coordinator not just for the state, but for the tribes because it's a huge job. The Navajo access bill last summer has opened a lot of doors. For example, Eileen Tohonnie at Assist to Independence has invited tribal a meet and greet to the tribal leaders from Window Rock to talk about these issues at Assist. The interest is growing. She said not everyone looks at the website and some people want the printed materials like brochures. She's still working to get chapter houses to understand disability issues. Now is a good time because a lot of Navajo legislators are new.

The committee members said they would like to receive each new report as soon as it's finished so they can share with their networks. Sarah agreed to share new reports with them.

### **D. Webinar Topics**

Sarah mentioned several agenda items would be shuffled around due to executive director Erica McFadden's schedule. Erica said that ADDPC Vice-Chair Melissa Van Hook has brought up an issue ADDPC can address: confusion about Empowerment Scholarship Accounts among families. Melissa is a proponent of ESAs because her kids had success with an ESA, yet some families struggle. Erica would like to do a webinar addressing these issues, such as how ESAs interact with private schools. There is also a new ESA person at the Arizona Department of Education. Raising Special Kids staffer Kathy could talk and Maya Abela at the Arizona Center for Disability Law can talk about them, too.

Council member Lori Masseur said ESAs are available for any student from pre-school through age 21 - basically anyone under Free and Appropriate Public Education (FAPE) requirements. Lori said the webinar is an excellent idea and inviting both RSK and ADE are good ideas. She suggested including a panel format, a mythbuster portion, providing frequently asked questions and having people ask questions in real time would be helpful because ADE gets a lot of questions about this.

Erica mentioned hosting the webinar around lunchtime for parents' schedules on April 16. Depending on how successful the recorded webinar goes, there could be a follow-up in-person "lunch and learn" event if there is a desire from the community.

## **E. ADDPC 10-Year Anniversary Event**

Erica said a 10-Year Anniversary Celebration will be planned primarily by an Ad-Hoc Committee, whose first meeting is March 6. Tom and Monica from the PR/Marketing Committee are serving on the Ad-Hoc Committee, but anyone else who has ideas can voice them now.

Sarah mentioned that ADDPC has received lots of media coverage recently. This allows more people to know who we are and what we do now in comparison to four months ago. The Governor's Office needs to be reauthorize the Council by the end of 2019, so it's a good idea to invite the Governor to our event.

Scott suggested visiting the physical office of Governor Ducey for a photo opportunity as he signs the reauthorization. Angelina suggested producing a printed booklet listing all former Council members and current members with pictures, little biographies, and big accomplishments from the past 10 years. Erica agreed this was a good idea.

## **F. Videos: Anniversary and Abuse prevention**

Sarah said On Advertising is producing two videos for the Council and she'd like committee discussion on the topics. One is an anniversary video to be debuted at the celebration later this year. Committee members liked the idea. Sarah asked which accomplishments should be included in the video, which probably won't be longer than five or six minutes.

Scott suggested including the efforts to raise awareness and improve the reporting system for Arizonans with disabilities who experience sexual abuse. He also suggested featuring the ADA coordinator project. Tom mentioned the Council's work with the Arizona Developmental Disabilities Network and the collaboration over the years, such as working together on the African Americans with Disabilities Conference. He also suggested including the Council's work with various employers and job creators.

Lori asked if there is there a way to do video data snapshots to illustrate just how many projects ADDPC has funded over the years, such as motion graphics. Sarah said yes. Angelina suggested featuring Employment First collaborations and milestones, such as Governor Ducey signing the executive order declaring Arizona an Employment First state in 2017.

## **G. 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.

Ray suggested the ADDPC should collaborate with other disability groups to celebrate the ADA birthday and also with the Council's 10-year anniversary. Efforts could focus on how the ADA improved the quality of life for individuals and families at work and school. Staff could talk with Council members and ask them how the ADA has improved their quality of life, and each Council member can bring in their respective community. Angelina agreed with Ray's ideas.

Scott said an invite should be made to all the state's ADA coordinators.

Tom suggested placing this item on the agenda of any future DD Network meetings between the executive directors. Sarah agreed, and mentioned the Arizona Statewide Independent Living Council and its five centers around the state need to be involved, too.

Angelina suggested bringing in Hoskie Benally with the Native American Disability Law Center and as chair of the Navajo Nation Disability Advisory Committee. The graduates from the Assist to Independence leadership academy could also be interviewed about the ADA because they experience accessibility issues each day.

Scott suggested talking about wheelchair volleyball sports. Sarah suggested that item be placed on a future meeting's agenda.

#### **H. New Website Update**

Sarah said she sent a Survey Monkey online survey out to committee members to fill out regarding what they'd like to see in a redesign of the ADDPC website. Tom asked if the survey was live. Sarah said yes.

Scott suggested making the grants page easier to understand. He thinks highlighting when grants expire and when they are available is a good idea. The website needs to do a better job explaining how ADDPC grants work, he said. Monica agreed.

#### **I. Call to the Public**

No members of the public were present.

#### **J. Adjourn**

Ray called for motions to adjourn. Monica moved the motion to adjourn the meeting. Angelina seconded the motion.

The committee unanimously voted to adjourn at 2:28 p.m.