



MARKETING/PR COMMITTEE

Tuesday, May 1, 2018

3:00 – 4:30 p.m.

3839 North 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, May 1, 2018 at the ADDPC Office, 3839 North 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

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

Tom Uno, Telephone
Scott Lindbloom, Telephone

Members Absent

Lori Masseur
Chair - Ray Morris

Staff

Erica McFadden, Executive Director
Sarah Ruf, Staff Liaison

Marcy Crane, Staff
Delanie Pacheco, Intern

A. Call to Order

Staff Liaison Sarah Ruf welcomed everyone to the Arizona Developmental Disabilities Planning Council (ADDPC or Council) Marketing/PR Committee meeting and conducted a roll call. The meeting was called to order at 3:05 p.m.

B. Review and approval of minutes – January 9, 2018

Sarah called for the approval of the draft minutes from the committee's previous January 9, 2018 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.

C. Report: National Center for Disability and Journalism Workshop

Sarah gave a summary of the “Improving Disability Communications” workshop, funded by the Council that took place April 25 at the Ability360 Conference Center in Phoenix. The planners exceeded their goal of 20 participants and reached 22 participants, plus extra guests. She mentioned the Department of Economic Security is actively looking for an accessibility specialist. Council member J.J. Rico said the Arizona Center for Disability Law would be willing to help DES with accessibility issues. Council member Tom Uno offered to share the name of the accessibility specialist at Northern Arizona University and send it to Sarah.

Council Member Scott Lindbloom asked if the workshop attendees worked in a statewide capacity, and Sarah said yes, most were public information officers at state agencies. Based on their post-event surveys, attendees really saw the value of the workshop and recommended colleagues in Human Resources attend. Council Member Monica Cooper asked if the self-advocate panel would return in the fall workshop, and Sarah said yes. Erica McFadden said the next workshop would include more representation from the developmental and intellectual disability community.

D. Update: Navajo County events

Sarah said several events in Navajo County had a marketing component for the committee to consider: a resource conference in Snowflake for children with special health care needs and a derby car contest as part of Show Low Days in Show Low. Both ideas came to the Council via its Request for Information process in December. Sarah asked committee members about what level of participation they wanted to give to each event. Council member Angelina James mentioned several of the organizations committee members represent have already signed up, including ASSIST to Independence.

Council member J.J. Rico asked for more info to be emailed to him about the event. Council member Monica Cooper made a motion to approve becoming a table exhibitor at the conference. Scott Lindbloom seconded the motion and it passed unanimously.

Erica told the committee a proposal for financial sponsorship of the first-time conference was going through the full council and would be considered by the executive committee on May 11, 2018.

The Show Low Days inclusive derby cars have space for logos on the side. Sarah asked the committee if they wanted the Council logo displayed on the side of the cars, whether or not the Council sponsors the actual creation of more accessible cars for the 2019 event.

Grants manager Marcy Crane mentioned Council funds can't be used for strictly advertising purposes, but educational purposes are allowed. No action about the derby car logo was taken.

E. Update: New Council publications

Sarah gave an update on new in-house Council reports slated for release over the next few months that address refugees with disabilities in Arizona, the process of filing ADA complaints in cities and towns across the state, Supported Decision Making and updated emergency preparedness manual.

F. Update: Cultural Competency grant

The Council's website now has a page for its five-year cultural and linguistic competency grant with Georgetown University that also features partner organizations in the DD Network, the Division of Developmental Disabilities and Raising Special Kids. Part of the grant was to create a central location for resources, so the Council is taking that on. A new Google Translate (Spanish) button is now installed on the website, but much more is needed. ACDL successfully won text-to-9-1-1 services in Maricopa County, and that's featured as a success story. Council member J.J. Rico mentioned ACDL is also sending out an internal survey to gauge its staff on cultural competency.

Council member Angelina James asked about an item from the previous PR/Marketing committee meeting regarding the community leadership academy sessions sponsored by the Arizona Statewide Independent Living Council. Erica said that the Council decided to hold off promoting the sessions since SILC planned on re-vamping the curriculum. No further action was taken.

G. New Council brochure opportunity

Sarah said the Council has \$17,000 to spend before June 30 with the contracted PR agency On Advertising. There is a list of possible options, including creating a new Council brochure, a new short Council introduction video and the annual report.

Council member Scott Lindbloom suggested creating a video of the self-advocacy group People First. Sarah mentioned the two-month time crunch for any possible projects might make that idea difficult to execute. Council member Tom Uno said a new brochure is needed for events and conferences. Any brochure should include the Council's mission, vision and goals, he said. Committee members also mentioned an updated location, funding opportunities, research studies, resources for underserved communities, and contact information for people to suggest studies.

Council member J.J. Rico suggested creating a "brief bank" of people interested in participating in Council surveys and studies. He also said the Council needs an updated introduction video. Council intern Delanie Pacheco asked committee members to send self-advocacy video ideas to her email, which Sarah will include in the follow-up email to the committee. No action was taken.

H. Call to the Public

No members of the public were presenting at the meeting.

I. Adjourn

Angelina James moved to adjourn the meeting and Monica Cooper seconded the motion. It was unanimously approved and the meeting was adjourned at 4:25 p.m.

Dated this 3rd of May 2018
Arizona Developmental Disabilities Planning Council