



EMPOWERMENT THROUGH INFORMATION COMMITTEE
DRAFT MINUTES

April 18, 2014

9:00 a.m. – 10:00 a.m.

Arizona Developmental Disabilities Planning Council
1740 West Adams Street, Suite 410
Phoenix, Arizona 85007

A standing committee meeting of the Arizona Developmental Disabilities Planning Council (ADDPC) was convened on April 18, 2014 at the ADDPC, 1740 West Adams Suite 410 Phoenix, Arizona 85007. Notice having been duly given. Present and absent were the following members of the ADDPC.

Members Present	
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Ed Myers, Chair, Teleconference Larry Latham, Teleconference Ray Morris, In-person
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Rosemarie Strout, Teleconference (partial) John Eckhardt, Teleconference

Staff/Guest Present	Members Absent
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Larry Clausen, Executive Director Marcella Crane, Contracts Manager Lani St. Cyr, Fiscal Manager Michael Leyva, Contracts Coordinator Brenda Renou, Intern BJ Tatro, Consultant
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A. Call to Order:

Ed Myers welcomed everyone to the Arizona Developmental Disabilities Planning Council (ADDPC) Empowerment through Information standing committee meeting and introductions were made. Meeting was called to order at 9:02 a.m.

B. Minutes Approval

The minutes from the December 11, 2013 committee meeting were reviewed with no changes.

- Motion to accept the minutes made by John Eckhardt
- Motion seconded by Ray Morris
- Motion carried.

C. Evaluation Plan & Logic Model Review

BJ Tatro gave a review of the Logic Model and Evaluation Plan from the Council's Five Year State Plan. The empowerment goal was discussed along with each of the three objectives that fall under the goal. As each of the objectives was reviewed, the output measures as well as the short, intermediate, and long term outcome measures were discussed.

The purpose of the review and discussion was to ensure that the appropriate output and outcome measures are in place for evaluation and reporting purposes. It was noted that the outcome measures associated with objective two were too focused on website outcomes and didn't touch on conferences, educational events, and written material distribution. There was further discussion surrounding how to track written material distribution and it was suggested that requests for comments on materials could be printed on the documents with the website address so that comments and suggestions can be made on the website. It was also suggested that materials distributed during training events and conferences could be evaluated as part of the survey that is completed as part of the event.

BJ summed up the discussion saying that she would make the changes to the Evaluation Plan based on what was mentioned. There was no action taken on this item, but it may be voted on in the future once the changes have been made.

D. Communication Plan Submissions (Moses, On Advertising, Urias Communications)

There was an adjustment made in the order of items discussed in the meeting versus what was on the agenda. Agenda item E regarding the Conference Sponsorship RFGA was discussed prior to the Communication Plan Submissions to ensure that action was taken in case someone had to leave the meeting early. For the purpose of the minutes the items remain as they were listed on the agenda.

Lani St. Cyr discussed the Request for Quote (RFQ) process that was conducted to find a vendor to complete a Communication Plan for the Council. The need for a Communication Plan was determined and agreed upon at the Council retreat. Three proposals were submitted based on the RFQ and each of the vendors has been approved for statewide contracts.

The first vendor proposal discussed was from On Advertising. The Council has a working relationship with On Advertising (previously PRfect Media), as they have established the current branding, design and layout of the Council's materials. The proposal discussed the 20 years of experience that they have and the recommended web enhancements suggested, including: E-blast sign ups, a guide me tool, and mobile access. They also recommended education and service videos, public service announcements, and additional social media support.

Based on our current relationship with the vendor it was suggested that we go a different direction with one of the other vendors.

The next proposal discussed was Moses. They have 30 years of experience and their PR and social media team interacts with every corner of the state and nationally. They use a variety of media outlets including: newspapers, radio stations, TV, and social media. They have several accounts with state entities and upon meeting with them we requested that they submit some additional information that could be reviewed to help make a more informed decision on how to proceed.

The final proposal discussed came from Urias Communication. They have 15 years of international marketing experience and extensive advertising and public relations experience. They are fully Spanish language bilingual and bicultural. Collectively, their team has more than 100 years of direct experience in marketing strategies, branding, advertising, creative direction, graphic design, public and media relations, event management and community relations in Arizona and throughout the region. They create culturally sensitive, linguistically appropriate and strategically thorough outreach campaigns. They would like to help the Council deliver the right messages to the right audience at the right time within the right mediums. They have experience in working with the Hispanic, Native American, African American and Asian communities. The staff has also requested further information from them.

Based on the need for additional review of materials to be submitted from the vendors, it was suggested that two representatives from the Empowerment Committee form a sub-committee with the staff to review and make a final recommendation of a vendor to the Executive Committee for approval. Ray Morris and John Eckhardt agreed to be members on the sub-committee.

- A Motion was made by Ray Morris to have two members from the Empowerment Committee form a subcommittee with staff to make the final vendor recommendation to the Executive Committee for approval.
- The Motion was seconded by John Eckhardt.
- The Motion carried.

E. Conference Sponsorship RFGA \$100,000

Lani St. Cyr discussed the request to issue another Conference Sponsorship RFGA in the amount of \$100,000 with a maximum award amount of \$10,000 per conference. She went on to discuss some of the modifications that were made to the Scope of Work including:

- Expanded conference themes that will be given preference.
- Expansion of the evaluation component of the conference to now include a 'Post Conference Evaluation Survey' to be conducted within the 3 months following the

conference with the first 9 months to be dedicated to preparing for and conducting the conference.

- Providing a stipulation that previously funded conferences may be eligible for award if they are able to make significant changes in one or more of the following areas:
 - a. Expanded geographic outreach and involvement of participants with a special emphasis on unserved or underserved populations;
 - b. Adapted and multiple topic presentations that demonstrates a clearly defined and new focus on previously unaddressed subject matter that is of importance to persons with developmental disabilities and their families;
 - c. New methods of presenting information that will expand outreach to new populations who previously have not had the ability or capacity to participate.
- A Motion was made by Ray Morris to approve the Conference Sponsorship RFGA in the amount of \$100,000.
- The Motion was seconded by John Eckhardt.
- The Motion carried.

F. Call to the Public

No public members commented.

G. Adjourn

- A Motion to adjourn was made by Larry Latham.
- The Motion was seconded by John Eckhardt.
- The Meeting adjourned at 9:55 a.m.

Date this 23rd day of April, 2014
Arizona Developmental Disabilities Planning Council