



MARKETING/PR COMMITTEE

Tuesday, January 9, 2018

3:00 – 4:00 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, January 9, 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

Chair Ray Morris, Telephone
Monica Cooper, Telephone
Angelina James, Telephone

Tom Uno, Telephone
Scott Lindbloom, Telephone

Members Absent

Lori Masseur
J.J. Rico

Staff	Guests
--------------	---------------

Erica McFadden, Executive Director
Sarah Ruf, Staff Liaison
Marcy Crane, Staff

Melissa Ann Santora, Interim Director,
AZ Statewide Independent Living Council

A. Call to Order

Chair Ray Morris 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 3:10 p.m.

B. Review and approval of minutes – November 9, 2017

Ray called for the approval of the draft minutes from the committee's previous November 9, 2017 meeting. Council member Tom Uno made a motion to approve. Council member Angelina James moved to amend the draft minutes to update the listed adjournment time to 3:05 p.m. Council member Scott Lindbloom seconded the amended motion to approve, and the motion passed unanimously.

C. Vote: NAU/IHD Webinar Contract

Ray introduced a renewed contract proposal with Northern Arizona University's Institute for Human Development for up to 4 webinars beginning in February 2018. Staff member Marcy Crane explained this would be the third year and second contract renewal for IHD webinar support. Committee member Tom Uno recused himself from discussion and voting since he works for IHD. Angelina asked whether specific webinar topics for 2018 had been chosen yet. Staff liaison Sarah Ruf said the committee's previous discussion of possible webinar topics will guide the choices for the upcoming webinars, but that specific topics had not yet been finalized. Scott asked about available training for people with disabilities who may not know how to access a webinar. Sarah and Ray talked about emailing links to online tutorial videos explaining how to access the Adobe Connect webinar platform before each session.

Ray asked about approving webinar topics and the start date of this contract. Staff member Marcy Crane clarified the start date is February 1, 2018 and runs for 12 months. Sarah said webinar topics could be approved by the committee beforehand in the future.

Scott made a motion to approve the contract. Angelina seconded the motion. Ray Morris, Scott Lindbloom, Angelina James, and Monica Cooper voted to approve the contract; Tom Uno abstained. The motion passed.

D. Vote: Communicators Training project

A proposal from the National Center for Disability and Journalism at the Walter Cronkite School of Journalism and Mass Communication asks for funding for a new two-part disability training for Arizona Department of Economic Security communication specialists and media professionals in spring and fall 2018.

Tom asked if the training would be recorded. Sarah said the larger fall training would be recorded and the spring training might be recorded. Scott asked if the training was open statewide or just for professionals in Maricopa County. Sarah clarified the spring training was aimed at DES agency professionals and the fall training was geared toward people in Maricopa County, but people statewide were not excluded and welcome to participate. Sarah also said the Council would be able to use content created for the trainings even if a contract isn't renewed with ASU Cronkite; there will be no copyright issues. Future sessions could be taken on the road for more rural areas once the initial content is created in 2018. Angelina encouraged Sarah to create a flyer for Facebook. Ray said he agreed with spreading the training to more rural areas in the future.

Tom moved to approve the proposal. Angelina seconded the motion and it passed unanimously.

E. Vote: Marketing plan for community leadership academy

Sarah clarified no vote would be taken yet approving funds for a marketing plan for the Statewide Independent Living Council initiative around the state called the Community Leadership Academy.

Sarah welcomed interim SILC director Melissa Ann Santora to the committee and asked her to provide more details. Melissa said the CLA training existed for people with disabilities to learn ways to speak up in their communities and there are at least 45 graduates statewide from the first round of academies. The idea for it came from a training in Texas that former director Larry Wanger and Melissa attended. Melissa said the centers for independent living need help plugging graduates into community organization leadership roles or opportunities on boards and commissions after they complete the academy. Using brochures and emailing supporters has been the main recruitment tool.

ADDPC director Erica McFadden said since the Council also had self-advocacy as a main goal, partnering on the academies seemed like a good idea. Erica asked Melissa if the Centers also needed help marketing the academy sessions to recruit people. Erica said the Council is working with the Arizona Grantmakers Forum to train boards on how to include people with disabilities.

Melissa clarified the project also needed help recruiting, especially in rural areas of the state.

The committee discussed marketing support for community leadership academy sessions in tandem with the Statewide Independent Living Council and tabled the conversation upon more details from each Center about their needs. No action was taken.

F. Discussion: Council Member Opportunities to Attend Events

Sarah informed the committee about two upcoming conferences Council staff planned on participating with as exhibitors: the AZ TASH Inclusive Practices Institute on Feb. 2 and the African American Conference on Disabilities on Feb. 16. Sarah asked if any committee members would like to attend. Monica Cooper said she would like to attend the African American Conference on Disability.

G. Call to the Public

No members of the public were present at the meeting.

H. Adjourn

Monica Cooper moved to adjourn the meeting and Tom Uno seconded the motion and it was unanimously approved at 3:55 p.m.