



**PR/Marketing Committee
Meeting Minutes**

June 22, 2020
11:00 a.m. – 12:00 p.m.
Google Meet Virtual Conference

Pursuant to A.R.S. § 38-431.01 (G), the Arizona Developmental Disabilities Planning Council and its standing and ad-hoc committees may obtain public comment if it so desires. A formal call to the public will take place at the end of the meeting. Members of the Board may not discuss items that are not specifically identified on the agenda. Meeting was conducted by teleconference.

Committee Members Present

J.J. Rico, Chairperson
Monica Cooper
Scott Lindbloom
Janna Murrell

Committee Members Absent

Angelina James
Ray Morris

Council Staff

Erica McFadden, Executive Director
Sarah Ruf, Community Relations Specialist

A. Welcome & Introductions

Chairperson J.J. Rico welcomed everyone to the PR/Marketing Committee meeting. A quorum was established, and the meeting was called to order at 11:08 a.m.

B. Minutes from December 19, 2019 Meeting

J.J. Rico asked members if they had a chance to review the minutes and if there were any changes. No changes were requested. Motion to approve December 19, 2019 minutes was made by Scott Lindbloom; seconded by Monica Cooper. The motion carried unanimously.

C. First Preview of ADDPC Website

Staff liaison Sarah Ruf showed committee members mock-ups of four website pages as part of a preview into the design team's work as presented by The James Agency and Parsus Solutions. Sarah asked for feedback on the designs, especially the Events page with a calendar view.

Members generally liked the proposed layout of the website. Monica Cooper liked the calendar-type events page, while Janna Murrell suggested an option to toggle between a calendar and a list of upcoming events. J.J. Rico suggested a format like the events page on the Raising Special Kids website. Scott Lindbloom suggested posting more events from other organizations and a plain language paragraph description of the Council on the home page so it would be easy for people with disabilities to read. He also suggested linking the ADDPC events page with the events page on the Division of Developmental Disabilities website. Janna agreed, and mentioned many people with disabilities and their families are more familiar with the DDD site. Sarah Ruf will follow up on the suggestions.

Other suggestions included swapping out photos for the resource buttons on the home page, ensuring site visitors understand how to access the accessibility toolbar and other accommodations, and names and descriptions for the grants page.

D. July 2020 plans for ADA Celebration – 30th Anniversary

Erica McFadden and Sarah Ruf have reached out to community organizations for the upcoming 30th anniversary of the Americans with Disabilities Act. Due to the pandemic, many groups are not planning in-person events for the month of July and are interested in partnering with ADDPC to conduct virtual events. Erica said disability groups will meet to nail down concrete plans the beginning of July. One suggestion is for ADDPC to host a virtual summit focused on healthcare access and issues surrounding that with Arizonans with disabilities, with some focus on employment, too, but all through the lens of the ADA and the COVID-19 pandemic. Other events planned include the virtual AzTAP conference and a webinar update to the AZ ABLE program on July 23, 2020.

J.J. Rico said ACDL and other organizations want to create a social media content calendar for the week of July 20. This would help all partnering organizations post highlights of the ADA and related issues in the lead-up to the actual anniversary on July 26.

Scott Lindbloom suggested creating a timeline showing disability rights evolving throughout the nation's history. He would like to set up a horse and buggy to give rides to people with disabilities because this was one historic way individuals got around town in Show Low.

Scott suggested inviting the ADA Coordinators Coalition, Behavioral Health Council and Coconino County to participate. Sarah and Erica agreed to contact these groups.

E. Call to the Public

No members of the public were present.

F. Adjourn

J.J. Rico called for a motion to adjourn the meeting. The motion was made by Scott Lindbloom and seconded by Monica Cooper. The motion carried unanimously; the meeting adjourned at 12:04 p.m.

DRAFT