

Colorado Advisory Council for Persons with Disabilities
Monthly Meeting
10/13/15

Attendees: Steve Allen, Gina Robinson, Chris Hinds, Mindy Siegel, Nancy Snow, Randy Boyer, Greg Martinez, Brian Allem, Bob Epstein, Steve Wright, Emelie Esquivel, Cindy (phone), Amy (phone), Monica Cortez-Sangster, Jane Boone

Membership

Maureen Denise Roberts & James Joe Triplett membership applications were received and reviewed.

Nancy made a motion to approve both, Brian second, both members unanimously approved.

Discussion – this fills a void on the Western Slope.

Motion carried.

Parking

Amelie's 2 proposals were reviewed by the parking subcommittee.

One was \$178,420, the other \$110,420. The main difference is inclusion of radio advertising for additional cost.

The committee recommended the \$110,420 proposal for the CAC to approve.

The CAC discussed utilizing our relationships to push for PSA's regarding this campaign.

Members questioned the benefit of staying with Amelie. The benefit Amelie is timing and history – this vendor has done the pre-work, focus groups, message development and media, and is able to adapt and implement already developed/approved content. Going out to bid would take far too long and the money would expire before work could get done. We will have more and better communication with them. Need to set price points for deliverables within future contracts.

Motion by to accept up to \$115,000 towards a contract with Amelie, including stronger provisions, with specific deliverables and dates.

Mindy second.

Discussion – Brian offered to help Chris oversee the contract.

All in favor, motion carries.

Chris was approached by someone that has access to 32 restaurants and bars in the metro area, and the ability to advertise in those locations.

We could advertise with them for up to \$9,000.

Gina knows people with Faye Meyers and Sun, both who advertise this way, and they confirmed that these ads are effective as they found out doing surveys of their customers.

Bob made a motion to approve up to \$10,000 to approve purchasing this advertising opportunity, second by Randy, 13-2 in favor (Brian and Nancy voted "no"), motion carried.

Minutes Approval – n/a, Suzie was sick this month.

Treasurer's Report

\$248,700 in parking

\$7,965 in CAC.

Steve Allen and Gina Robinson are working with the Governor's office to determine a communication process/MOU to verify what's been paid once per month, prior to our meetings.

Governor's office asked that the chair sign off on all submissions for payment.

Gina asked that the form be updated to provide a signature/counter signature area for the chair on our payment approval form.

Executive Council

Met in September to put together the agenda.

Do members want to have a CAC meeting in December (12/8), and should we do either a potluck or meet out somewhere? Yes to meeting, potluck @ Arc.

Committee Restructures

LPAG will meet once more, then not again until the investigation is complete.

Group will potentially merge the LPAG with the DBSCC.

Chris – Wells Fargo is interested in utilizing our signs not only within CO, but also in Missouri. Members suggested working with King Soopers and other area retailers to see if they can add our signage.

Annual Report

Julia is out today, please get your reports to Julia so that it's available for the legislative session in January 2016.

Legislative Report

Chris – Sarah Aguilar has re-affirmed her interest in disabled parking. Representative Garnett is meeting with councilman Flynn with the Denver City Council this week to discuss Denver's stance on disabled parking. 6 new Denver City Council officials were voted in last May, we're hoping to reach them with our message.

Gina will see if Cara Ann will use our scenario with Denver as her research project for her doctorate degree.

Senate Bill 1033 – Bob and Brian have contacts on the planning committee, will look for opportunities to involve disability issues or the council.

Communication and Outreach

Gina laid out 5 input cards on the following topics, and the following input was provided:

- One page fact sheet into legislative gift bags
- Beer coaster advertising
- Movie advertising
- Veterans – need pictures, stories to promote within our materials

Social Media

- Work with Lori/303 Creative to fully explore and implement other things, such as Instagram, twitter, pinterest, buzzfeed, etc.
- Incorporate humor
- Youth ambassadors
- More videos (Brazil, Russia recent disability themed videos, for example)

Other Suggestions

- Disability awareness
- Blindfold activities
- Buzzfeed quiz about disability sensitivity
- Volunteer driver program for pwd through college fraternities (research, promote, help expand?)
- Be an internship site for community focused grad students, create volunteer programs
- Explore use of marijuana tax money
- Tap other organizations like Wells Fargo – grocery chains, etc, DMV, state agencies, wfc's, elevator ads, hotel advertising, disability themed events through the Denver Center for Performing Arts, Arvada Center, Budweiser Events Center, etc.
- Friendly card for under people's windshield wipers. Look for a sister group to assist with printing those cards.
- Revise our one page flyer
- Revise our logo – Jane showed us a logo design website and cost options, and partially filled out the form to request their services with our language, messaging, and priorities. An electronic vote will go out to the full council to choose the package. Steve suggested having the final logo selection done from a series of choices by the public/social media, and Greg suggested having a CAC bag provided to the person who chooses the winning selection.

Meeting adjourned at 3:07 pm.