



Communications Committee Notes

MSCOD ADA 25th Anniversary Legacy Project

October 14, 2014

2:30 to 3:30 PM

Location: MSCOD Conference Room

Present: David Shaw, Kari Sheldon, Mark Hughes, Joan Willshire, Dean Ascherman

Introductions

Committee members were introduced.

Agenda discussion

No additions to the agenda.

Review Committee charge

- We should do this as we get new members on the committee.
- July 9
 - Plans are in progress.

Talk about Sarah

- Potential new PR/Communications person who will be interviewed.
- Whoever we select will consult and do PR work.
- The position will likely be pro bono at first, with the possibility of a stipend.

Poster and Video contest

- Details can be sent to Mark Hughes and Disability Viewpoint.
- Fax: 651-792-7501
- A flyer for the contests will be made.

- Send out updated numbers of contest participants in communications.
- Prizes are being considered for winners. We are not sure if we can give out prizes.
- Spire and US Bank can be considered for fundraising.

Report on Employment Survey committee

- Details are being finalized
- Developed by the Improve Group
- There will be focus groups.
- Process will be done by March.
- Can the Governor do a PSA for MSCOD? This will be looked into.

Events committee

- We are working on getting a plane for Lex Frieden for the July 9th event.
 - We need a corporate jet to accommodate him.
 - Lex would come early if we can accommodate him.
 - We are trying to connect with BLN.
 - Dean has potentially helpful contacts.
 - Joan will contact Senator Harkin as a potential replacement if Lex does not work out.
- Live broadcast at noon by TPT on July 9th.
 - A statewide brownbag lunch will be promoted.
 - Breakout sessions after lunch
 - Kevin Kling at the end
 - We need businesses to pay for lunches and lists of who to send information.
 - Contact Chamber of Commerce
- July 26th
 - Free event
 - History Center is renovating for accessibility.
 - Ask sports teams for money
 - Potential celebrity participants: Chuck Foreman, Tony Oliva, Josh Harding.

Press conference

- Bloomington staff suggests the Mall of America for a January press conference to announce the celebration.
- We should beam in other cities.
- Mark suggests targeting the third week of month.
- Can we beam someone in from DC as a focal point?
- We should do it at 11am ideally, or 4pm.
- We can briefly mention survey data.

Newsletter

- Monthly newsletter to promote 25th ADA activities is being done by David.

Other

- Give 25th ADA Facebook and Twitter links to Disability Viewpoint.
- Mark suggests getting a station to be the official sponsor, with TPT's permission.
- Buttons, magnets, and calendars for the celebration could be a good idea.

Fundraising

- We need \$30,000-\$40,000.
- We can receive gifts.
 - All donors receive equal recognition.
 - Schwann's should be approached about donating meals.
- RFP funds will be available for communities for their own celebrations.
- Mike Harris at Rollx could be approached.

Next meeting

- November 11 at 2:30pm at MSCOD
- Staff should drive the need for a meeting.



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