



MSCOD ADA 25th Anniversary Legacy Project

Full Planning Committee Notes

April 15, 2015

1:00 to 3:00 PM

Location: MCIL Classroom, 530 Robert Street North, St Paul, MN 55101

Limited guest parking or street parking available

Present: Linda Gremillion (Phone), Linda Lingen, Craig Dunn, Andy Mosca, Marie Koehler, Cindy Tarshish, David Schwartzkopf (Phone), David Shaw, Mark Hughes, Jill Keen, Hilary Hauser (Phone), Anne Roscoe (Phone), Joan Willshire, Carlos Vazquez (Phone), Kari Sheldon

Action Items:

- Craig will increase social media usage.
- Karen will reach out to companies for volunteers.
- MSCOD is working on a list of expenses. Once we have a venue, it will be easier to come up with figures.
- MSCOD will list financial partners on our website.
- MSCOD will follow up with RJ Mitte about speaking in October.
- Andy and Linda will revisit the October schedule to lengthen breakouts.

Update on action items from last month's meeting

- Updated was provided.

Report from each committee

- Events
 - MN History Center Family Day
 - Planning is ongoing. Andy, Craig, and Linda G met with the History Center to confirm logistics.

- October Conference
 - We still need a venue.
 - RFP has been posted again, open for bids next Wednesday.
 - Minneapolis Convention Center is in play again. As soon as the venue secured, there will be a flood of info.
- Survey
 - 213 responses so far. MSCOD is doing outreach at conferences to get more responses. The survey stays open.
- Communications
 - Web Update
 - Microsite is close to completion. MSCOD25ADA.com
 - First Mailchimp newsletter sent. Free analytics have proven to be valuable.
 - Craig will increase social media usage.
- Documentary
 - Gillette piece is done, minus captions and ASL.
 - Originally projected to be done today, but will be done soon.
 - CDI Interpreter with TV experience was out of the country, but was contacted this week to work on this piece.
 - CaptionMax is doing the captions.
 - Targeting completion by the end of the month.
 - Documentary is in progress at tpt, and is out of our hands.
 - The hope is to premiere on July 26 to show a couple times, then pull it off the air until October.
- Greater MN ADA Celebrations
 - Subcommittee has met 2 or 3 times to finalize details for outstate MN celebrations.
 - We will use the CIL's to distribute funding.
 - We will be giving CIL's a statement of work, and letting them take lead.
 - \$8000 total to be distributed, however we want to increase this amount if fundraising goes well.
 - CIL's will encourage others to work with them, such as nonprofits.

- Look at the Department of Health Diversity Brown Bag events as a model.

Marketing/Branding Update

- Erin Scott redesigned the project logo, which will be available to committee members. Consistent brand and coloring.
- We need to include the History Center logo whenever we mention the Family Day.

Volunteer recruitment

- Karen Quammen is working with MSCOD.
- Karen gave a presentation at a recent BLN meeting.
- She will reach out to companies for volunteers.

Fundraising

- We are at \$20,000, plus SSB and DHS commitments.
- Another \$50,000 in commitments from state agencies.
- In kind contributions from History Center.
- MCIL providing PCAs.
- \$5,000 from UCare and LSS is pending.
- MSCOD is working on a list of expenses. Once we have a venue, it will be easier to come up with figures.

Project Partners Recognition

- We need to recognize financial partners. We will list them on our website.

Define new action items

- New action items defined.

Next meeting

- Next meeting is May 20, 1:00 to 2:30pm at MCIL.

Extended discussion of October conference

- How we frame the conference will determine who attends. What do we want?
 - Mark: Contrast then and now
 - Marie: conference isn't attractive as is. Need to engage young people.
 - Linda G: Proud Past, Empowered Future is a good theme. Who is the audience?
 - Andy: do we want policy people? HR people?
 - Joan: something for everyone. Diverse breakout sessions.
 - Hilary: use St Thomas multicultural event as model.
 - Mark: technology important to attract younger people.
 - Marie: state of MN better than most organizations in interviewing people with disabilities. Determine tracks.
 - Linda G: don't split up audience. Be like ADA symposium.
 - Mark: promote at state fair.
 - Jill: decide tracks by July event
- Track Ideas
 - Technology
 - Andy: "kids come to cool things, not important things."
 - Marie: low cost accommodations
 - Mark: robotics
 - Marie: appealing speakers
 - Current keynotes not appealing to younger people. Andy: if we want something for everyone, keynote will not appeal to everyone
 - Olmstead
 - Job seekers with disabilities
 - Hilary: target High School transition students
 - Target students
 - Those who provide services to transition students.
 - Mark: U of M disability services
 - Jill: have schools video into hour long track?

- It is a school day. Can the event be later, or a field trip?
- HR people track
 - Hilary: there are a lot of these for HR people. Share personal stories? "It's time to talk" at YMCA could be a model.
 - Jill: managers and supervisors over HR people. Frame it as educational company outing.
 - Hilary: hard to get people to attend.
- Mark: sports teams could showcase employees with disabilities.
- Advocacy; passing the torch to younger generation. Marie: emerging leaders
- Marie: July is the past, October is the future
- Eight breakouts across four tracks. 45 min per breakout.
- RFP says it will run 9am-4pm.
- There will be a Career Fair for people with disabilities, in partnership with MN BLN.
- Trying to get RJ Mitte, who would draw younger people, as a closing speaker.
- Breakout sessions are scheduled to be 45 minutes long.
- Andy and Linda will revisit the schedule to lengthen breakouts
- Can we move lunch to noon, during tpt broadcast?
- Current schedule, to be reviewed
 - 7:30am tpt Rehearsal
 - 8:15-9:00am Registration
 - 9am General Session
 - 9:30am Break/career fair
 - 10am Breakout
 - 10:45am break
 - 11am lunch
 - 12pm tpt
 - 1pm Break
 - 1:45pm Breakout
 - 2:30pm Break
 - 3pm End

- **We decided on four tracks:**
 - Transition HS students and prospective employees
 - Technology
 - Advocacy
 - Olmstead/community living



The Minnesota Historical and Cultural Grants Program has been made possible by the Arts and Cultural Heritage Fund through the vote of Minnesotans on November 4, 2008. Administered by the Minnesota Historical Society. For a list of our partners in planning all 25th ADA events and activities, please visit <http://www.disability.state.mn.us/ada/our-partners/>.