



MSCOD ADA 25th Anniversary Legacy Project

**Full Planning Committee Notes**

10-16-14

1:00-3:00 PM

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

Present: Linda Gremillion, Linda Lingen, Craig Dunn, Andy Mosca, Joan Willshire, Dennis Kane, Mark Hughes, Marie Koehler, Cindy Tarshish, Kari Sheldon (Phone), David Schwartzkopf (Phone), Kate Grathwol (Phone), Ann Roscoe (Phone), Margot Imdieke Cross (Phone), Emily Janssen (Phone), Mary Culver (Phone), Jo Erbes, Ken Rodgers, Jonah Weinberg, Dan Reed, Dean Ascherman, David Shaw

1. Report from each committee
  - a. Joan: committees are currently advisory, but will eventually require more active participation.
  - b. Events
    - i. Working on two July events.
    - ii. July 9
      1. Includes a one hour live broadcast by TPT
      2. Lex Frieden is available, but we need to arrange a flight that can accommodate him. Linda Gremillion says he is also available to participate virtually if need be.
      3. The event will run from 10am until 4pm.
      4. Joan: invite has been sent to Senator Harkin, who could be a backup if Lex doesn't work out. Or, we could potentially have both.
      5. There will be opportunities for remote celebrations from other communities.
      6. There will be approximately seven RFP's for other community celebrations for approximately \$2,000-\$3,000 each.
      7. Mark: Will technology be available so questions can be asked to speakers remotely? Potentially, for one location.
    - iii. Breakout sessions after lunch

1. One will be a viewing of the documentary.

iv. July 26

1. Confirmed at the History Center.
2. There will be exhibits and accommodations; it is a joint project with the Center.
3. Free for everyone.
4. We need volunteers, performers, and presenters.
5. There will be resource tables at this event, but probably not on July 9.
6. Andy: History Center wants it to be an annual event.
7. Margot: There are pending changes in History Center accessibility.
  - a. Taking rows out of the auditorium to gain seven or eight more wheelchair accessible seats.
  - b. Direct access to stage, such as a ramp.
  - c. Rehang the door on the family restroom.
  - d. Put in ambulatory accessible bathroom stalls.
  - e. More power doors.
  - f. More accessible parking.
8. History Center Director was present for October meeting.
9. We will look for volunteers early next year.
10. Suggestion: Color coded badges for people with autism to convey if they want people to approach them. These badges are becoming more prevalent and will be considered.
11. There will be a "quiet room" on July 26, maybe in the education area.

c. Survey

- i. Working with the Improve Group, and it is going well.
- ii. Survey is in deep beta testing, with a focus on sharpening language.
- iii. Goal is to see where employers are in their understanding of ADA, how employed people with disabilities feel employers are doing, and how job seekers with disabilities feel employers react to them.
- iv. Data will inform MSCOD and other interested parties.
- v. Linda Lingen: The survey in its present form does not work well with screen readers, but it is being fixed.

- vi. Ken: All committee members should review the survey.
  - vii. Survey will be sent to everyone, but Andy warns that not all suggested changes can be made given the tight timeline.
  - viii. Marie: There should be signed version.
  - ix. Joan: Data will be used for legislature and many other purposes.
  - x. Recipients of the survey are not limited in scope, and we are collaborating with Improve Group for distribution. Dan says he has connections. Kim Peck, SHERM and BLN can help.
  - xi. Focus groups are being developed.
  - xii. One breakout session on July 9 will feature survey results.
- d. Communications
- i. Committee meeting was two days ago.
  - ii. Poster and video contest is underway. Promotional flyer to be developed by David Shaw.
  - iii. PR Person to be added to the committee. A qualified friend of Andy's will be interviewed.
  - iv. Joan wants to plan a press conference at the Mall of America, tentatively in January, to kick off the celebration and announce contest winners.
  - v. 25<sup>th</sup> ADA Newsletter will be sent monthly by David Shaw.
  - vi. David Shaw will talk to Cindy about spreading the contest info.
  - vii. David Shaw will make sure committee members will get the newsletters and contest information.
  - viii. Dean: we should consider a full page ad in the Star Tribune in January.
- e. Documentary
- i. There is a meeting with TPT tomorrow to talk about storylines.
  - ii. We need a subcommittee for the direction of the documentary, and it will be discussed tomorrow. Dan, Craig, Nick Wilke, Kathy Wingen, and Andy are currently in the subcommittee.
  - iii. Spencer at TPT really understands the project and its purpose.
  - iv. CaptionMax will be doing live description. Ken will be involved in discussions.
  - v. Everyone should talk to their communities to get stories.
  - vi. There is a budget for communication access.

2. Discussion on creating better mechanisms for communicating within committees between meetings
  - a. Increase to meeting every two months.
  - b. Send notes right after and right before meeting
  - c. Social media will be handled by David Shaw.
  - d. Be careful about bulk emails. Just reply to sender for short messages.
3. Volunteer recruitment
  - a. Bloomington has been great.
  - b. There are new people at this meeting.
  - c. Reach out to city ADA coordinators.
  - d. Contact Tim at Access Press about a regular column. A November article is being written.
  - e. Mark wants to go to TPT meetings.
4. Fundraising
  - a. Dean: We need \$30,000-\$40,000 minimum. We are applying for a grant from IBM.
  - b. A list of potential contributors was sent to Joan and David Shaw.
  - c. Let us know about any potential business contacts for gifts. If many sources donate \$1,000-\$5,000 each, we are set.
  - d. Cindy says that the Great Lakes ADA Center might have grant money.
  - e. Important that potential gift givers come to Joan so she can direct how gifts can be made.
  - f. \$5,000 commitments from Cargill and Lutheran Social Services, and future meetings with UCare and Blue Cross.
  - g. Some gifts may need to go through VSA.
5. Next meeting
  - a. December 17, 1-3pm at MCIL

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