



MSCOD ADA 25th Anniversary Legacy Project

Full Planning Committee Notes

7-17-14

1:00-3:00 p.m.

MSCOD Conference Room

Present: Craig Dunn, Joan Wilshire, Colleen Casey, Dean Ascheman, Jim Thalhuber, Linda Gremillion, Marie Koehler, Cindy Tarshish, George Shardlow, Mark Hughes, Ken Rodgers, Margot Cross. By phone: Betty Culver, Steve Grams, David Schwartzkopf

1. Introductions

2. Committee updates

- Craig gave updates from the ADA Events Committee regarding progress on planning the July 9th conference and the July 26th Family Day event.
- Craig gave updates regarding the TPT Film Committee including recapping a recent meeting with TPT.
- Dean shared updates regarding the Communications Committee including that the new logo is ready, the first newsletter is out and development of the poster and video contest is underway and will be ready to promote to schools at the State Fair in mid-to-late August.
- Jim Thalhuber gave updates on the Employment Research Committee including that the contract with EIN SOF was terminated and contracting with a new research firm has begun. Data gathering will begin in August.

3. MPR

- Discussion about most effective ways to reach MPR included sending out a general press release and contacting producer Tony Bol directly, something that Crag will follow up on.

- Discussion of potential challenges engaging MPR while working with TPT.
- Acknowledgement of need to write and distribute “cookie-cutter” articles.
- Acknowledgement of need to use social media sites including Twitter, Tumblr and Facebook.

4. Fundraising

- Linda shared appropriate State parameters for accepting additional support for the Legacy project activities, including how we can’t solicit “sponsors” but can accept gifts.
- Note made that we can acknowledge gifts.
- UCARE has expressed interest in giving gifts.

5. Work Plans

- Work plan activity will resume when the new Grant staff person is hired.

6. Additional Committee Member Recruitment

- Each member of the committee present will recruit at least one new member.
- College campuses and disability coalitions will be contacted.

7. National Legacy Tour

- Discussion of National Legacy Tour and how its second stop is in Saint Paul, in the beginning of August 2014.
- Discussion of how their website posts information about celebrations of the ADA happening around the country.
- Action item: Send them information about our events as they develop.

8. Other items

- MSCOD is working on save-the-date postcards and banners promoting the July 26 Family Day event for use at the State Fair this fall.

9. Next Meeting

- Thursday, October 16 at 1:00 p.m.

This work is funded in part with money from the Arts and Cultural Heritage Fund that was created with the vote of the people of Minnesota on November 4, 2008.

