

APPROVED ON JANUARY 14, 2014: FINAL MINUTES

**CT Council on Developmental Disabilities
Advocacy, Public Information and Education Committee Minutes**

**Beth El Temple
2626 Albany Avenue
West Hartford, CT 06117
November 12, 2013
1:00-1:50 PM**

Present: John Curtin, Melissa Morton (Chair-elect), Tony Orriola (Co-Chair-elect), Zuleika Martinez

Staff: Cathy Adamczyk

Welcome and Call to Order: Since there was no Chair or Vice-Chair, Cathy Adamczyk, staff, welcomed everyone and called the meeting to order at 1:00 PM. Everyone introduced themselves. Ms. Adamczyk informed the group that Meg McDermott offered to assist the committee in any way she could.

***Election of Officers:** Mr. Curtin and Ms. Morton were nominated for Chair. Ms. Morton was elected Chair. Mr. Curtin and Mr. Orriola were nominated for the Vice-Chair position. There was a tie, and the two names went into a container and the Council Chair, Mr. Knight, drew the name of the new Vice-Chair, Mr. Orriola's.

Develop Draft Committee Priorities for the 2014 Federal Fiscal Year:

- The group requested minutes from the last meeting of the APIE Committee. Ms. Adamczyk will send to the group via e-mail before the January meeting.
- Ms. Morton asked for a history of the focus groups that the APIE Committee held in 2013 and Ms. Adamczyk, Mr. Curtin and Ms. Martinez provided a brief list of focus groups that were held and their locations. Ms. Adamczyk stated that the forums should continue.
- Ms. Adamczyk suggested that the Committee should stay apprised of the Community Conversations initiative and the general work of the CT Disability Alliance. Ms. Morton is going to look into whether or not the State Department on Aging is represented on the group and the feasibility of joining.
- Due to the absence of printed minutes from the previous Committee meeting and the need for new committee members to familiarize themselves with the work of the Council and the APIE Committee the group agreed to hold a meeting via conference call before the January, 2014 meeting. A date and formal agenda will be issued once finalized.
- The APIE Committee set the following tentative priorities for the FFY 2014 year (2013/2014) based on previous work of the Committee and priorities identified by Council Members at the DD Council Retreat in October 8-9, 2013.

- **Focus Groups** – The Committee is would like to hold 1 focus group per quarter for a total of 4 focus groups this year. It was decided that each Committee member would take responsibility for making contact with at least 1 possible focus group site.
- **Elevator Speech** – The group is going to create a draft elevator speech to share with the larger DD Council. The elevator speech may be used by members to engage individuals in a conversation about the council on the spot or when there may only be a minute to convey the work of the council. Ms. Morton and Mr. Curtin will send Committee members samples of elevator speeches used by other agencies.
- **Update DD Council Brochure** – Committee decided to update the DD Council brochure using a more general approach and leaving out specific contact names in order to stop the brochure from becoming outdated each time there is a staff change. Ms. Adamczyk going to send Committee members a copy of the brochure.
- **Media** – Increase use of media by drafting Public Service Announcements (PSA) and press releases. MS. Morton Suggested reviewing the annual calendar of National disability events and days of recognition and releasing press releases and PSAs at corresponding times. Ms. Morton also suggested following the legislative calendar and submitting press releases to papers that correspond with happenings during the Legislative session in order to increase odds of the release being picked-up. Ms. Adamczyk informed the Committee that DDS has a recording studio in the building & can be used for recording PSAs. Mr. Orriola reminded the Committee to use social Media such as Facebook.
- Promote the Council – The Committee members agreed that all APIE members should promote the mission and work of the DD Council at meetings and events that members attend.
- *Zuleika Martinez made a motion to accept the 2013/2014 work plan priorities as outlined above. John Curtin seconded the motion. Motion passed Unanimously.
- Ms. Morton suggested that the conference call meeting be used to set a formal work plan that includes activities, time lines and the person responsible.

***Adjourn:** Antonio Orriola made a motion to adjourn. The motion was seconded by John Curtin. The Meeting Adjourned at 1:50 PM.

* Indicates vote by the APIE Committee
Respectfully Submitted By: Melissa Morton