

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
MEETING MINUTES**

**July 17, 2018**

**1. Call to Order**

Co-Chair Chris Downey welcomed everyone and called the meeting of the Education and Outreach (E&O) Committee of the California Commission on Disability Access (CCDA) to order at approximately 10:00 a.m. at the CCDA Hearing Room, 400 R Street, Suite 310, 3<sup>rd</sup> Floor, Sacramento, 95811.

The off-site meeting locations for teleconference were the City of Los Angeles Department on Disability, 201 North Figueroa Street, Suite 100, Los Angeles, 90012, and the Lighthouse for the Blind and Visually Impaired, 1155 Market Street, Room 925, San Francisco, 94103.

**Roll Call**

Staff Member St. Mary called the roll and confirmed the presence of a quorum.

Committee Members Present:

Arnie Lerner (teleconference)  
Richard Ray (teleconference)

Committee Members Absent:

Pamela Cohen  
Stephen Simon  
Jimmie Soto

Commissioners Present:

Chris Downey, Co-Chair (teleconference)  
Michael Paravagna

Commissioners Absent:

Betty Wilson, Co-Chair

Staff Present:

Angela Jemmott, Executive Director  
LaCandice Ochoa, Operations Manager  
Dave Chung, Staff Services Analyst  
Taylor St. Mary, Staff Services Analyst

Also Present:

Ike Nnaji, Ph.D., Certified Access Specialist (CASP), Disability Access Specialists, Inc.

**2. Approval of Minutes (April 25, 2018) – Action Item**

**MOTION:** Commissioner Paravagna moved to approve the April 25, 2018, California Commission on Disability Access Education and Outreach Committee Meeting Minutes as presented. Commissioner Ray seconded. Motion carried unanimously with no abstentions.

**3. Comments from the Public on Issues Not on this Agenda**

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No members of the public addressed the Committee.

**4. External E&O Projects – Discussion and Updates**

**a. Location/Partnerships**

Executive Director Jemmott reviewed the status of the outreach events for fiscal year 2018-19 in terms of local partnerships. She asked for recommendations of possible participants for in-kind or financial support for events and to give feedback on the mentorship program. Marketing to show the value of these events in a culturally competent manner for California's diverse communities is important for participation. The upcoming outreach events will be in Fresno in November of 2018, in Sacramento in February of 2019, and in Riverside in June of 2019.

Co-Chair Downey suggested the SCORE organization, local small business associations, restaurant associations, and chambers of commerce. He agreed that a strong argument needs to be made for why businesses should take their time to attend these events.

Commissioner Paravagna suggested making a wish list for each event to present to potential supporters, such as providing coffee and doughnuts or an accessible meeting site. He suggested tapping into the local chambers of commerce, businesses, and disability organizations. He stated the need to identify two to three planning partners in the Fresno area that know the community and resources to help the E&O Committee plan the path moving forward. City council members often have discretionary funds to donate to worthy causes that benefit their constituency base.

Co-Chair Downey suggested asking Bill Zellmer, Program Manager, Sutter Health, and past President, Certified Access Specialist Institute (CASI), for a list of possible contacts, contacting Sutter Health to ask them about individuals in their organization to approach, and contacting Kaiser and Dignity Health for support.

**b. Community Dialogue/Listening Forum Panel Members**

Executive Director Jemmott stated Mr. Zellmer has been identified as the facilitator of the panel discussion for the Central and Northern California Listening Forums. The panel will be made up of a CASp, a representative of the Division of the State Architect (DSA), an expert on Americans with Disabilities Act (ADA) funding, an expert in access laws and local ordinances, and a representative of the disability community.

Executive Director Jemmott stated Carol Bradley, Disability Access Officer, Sutter Health, an expert in laws and ordinances, has agreed to be a part of the panel.

Executive Director Jemmott asked Ike Nnaji, Ph.D., CASp, Disability Access Specialists, Inc., to be a part of the panel. Dr. Nnaji agreed.

Executive Director Jemmott asked for recommendations for additional individuals to fill the panel positions who can articulate disability concerns in restaurants and other public facilities, such as the local independent living centers for each region.

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Co-Chair Downey asked if reporters have been covering stories pertinent to the issues addressed in the Listening Forums, particularly in the Southern California region. Executive Director Jemmott stated she has looked into Capital Radio's history of topics.

Committee Member Ray suggested Channel 35 in Southern California and marketing through the Los Angeles School District. He offered to contact the director of Channel 35.

Commissioner Paravagna suggested thinking about media contacts for each region to get their participation. He suggested that the CASp representative discuss the overarching code, and representatives from local jurisdictions such as code enforcement discuss local ordinances.

Committee Member Lerner suggested Richard Halloran, CASp, Senior Building Inspector, ADA Coordinator, City and County of San Francisco, as a panel member.

Commissioner Paravagna suggested getting information on the State Treasurer's Loan Program for businesses.

Executive Director Jemmott asked Committee members to email additional subject matter expert names to staff for the panel portion of the event.

**c. Incubator Format**

Executive Director Jemmott stated the incubator session will be a roundtable discussion on the ADA Access Toolkit booklet. She suggested creating a public service announcement (PSA) with Committee Member Lerner about the reality of experiencing inaccessible facilities followed by an announcement about the upcoming Listening Forums to be used as a marketing tool to get the word out.

Co-Chair Downey stated restauranteurs may feel they are targeting themselves and be reluctant to attend the events.

Commissioner Paravagna stated the need to look at scripting, storyboards, production funding, resources, and distribution to broadcasters. He suggested partnering with print media in each of the three catchment areas. He suggested working with local independent living centers and asking them if they have suggestions about businesses that they have found to be accessible that can be approached. Those businesses may be more willing to step forward.

Co-Chair Downey stated it would be even more powerful to secure a person who has been to that restaurant and benefited from it along with the restaurateur to show the collaboration, partnership, and appreciation of each other.

Committee Member Lerner stated the Business Association of San Francisco that focuses on restaurants may be willing to share their member lists.

Co-Chair Downey suggested contacting the San Francisco Restaurant Association. He stated, if the right story is told with the right players, it would only need to be told once to spread across the state.

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**d. ADA Business Mentorship Program**

Executive Director Jemmott reviewed the ADA Business Mentorship Program and stated all regions have been introduced to it and have responded positively.

Commissioner Paravagna stated the question is how far to drill down and the scope to create. Executive Director Jemmott stated the scope of the Mentorship Program should be that it is centered around the ADA Access Toolkit that will be created. Businesses will either be funded for CASp services up front or they will already have had the CASp service and will use the Toolkit.

Co-Chair Downey suggested getting legal advice on the Toolkit prior to publishing it.

Commissioner Paravagna agreed and suggested giving careful consideration to the marketing of the story that unfolds and how to capture it in the way that is most advantageous to the CCDA's mission.

**5. Marketing Strategies – Discussion**

**a. Professional Services**

**b. Internal Resources**

Executive Director Jemmott stated these outreach events will take professional service and financial support. The goal is to seek in-kind services. A majority of the support of the DSA for these events will be for the marketing of them. She stated the need for television, radio, and advertisements to help the events to be successful across the state.

Co-Chair Downey suggested contacting other state agencies and organizations that are successfully producing and airing PSAs to find out what their model is, who they are taking to, and who is funding them.

Commissioner Paravagna stated they might also have resources that they have used from the technical side to produce the PSAs that would be good for the CCDA to learn about. He asked if there is a need for subcommittees of this Committee to help support the work of putting together these events.

Executive Director Jemmott agreed. She stated it gets back to securing local partners who will own the event for their region. She stated that professional marketers can help be that arm as well. The Department of General Services (DGS) has a public relations team that will provide some assistance, but it will be necessary to hire out to ensure that the targeted diverse groups are marketed to.

Co-Chair Downey stated hiring a public relations person is critical for the success of the CCDA. He stated part of the complication is that the CCDA is a state agency.

Executive Director Jemmott stated the need to hire a public relations person who knows how to work within the CCDA's organizational structure and to tap into regional markets. Marketing the right message with diversity gets the public's attention.

**6. Internal E&O Projects – Discussion and Updates**

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**a. DGS Website Redesign and Modernization Project Overview**  
**b. Website Accessibility**

Executive Director Jemmott stated staff has been working on the CCDA website redesign with the DGS. There is no new information to report at this time.

Commissioner Paravagna stated the need to ask the DGS if they have protocols in place to ensure that everything posted to the DGS and CCDA websites conforms with the Web Content Accessibility Guidelines (WCAG) 2.0.

Executive Director Jemmott stated conforming with the WCAG is the goal. The DGS public relations team monitors the compliance of information posted on the DGS website. She stated her concern about making historical architectural plans that may be posted on the CCDA's website accessible.

**c. Commissioner's Corner**

Executive Director Jemmott requested Committee member input on how the Commissioner's Corner on the CCDA website Home Page should be updated. She stated the E&O Committee should define it, encourage Commissioners to participate, and set the tone as a Committee as to what that means. She suggested tabling this agenda item to the next Committee meeting.

**7. Future Agenda Items**

Co-Chair Downey stated the habit of most Committees is to get minutes in time to approve them at the next meeting. It is a good practice to publish them sooner rather than later to keep action items fresh in Committee members' minds and to have as a record for those members who were unable to be in attendance so they can contribute to or think about issues that were discussed. Also, if commitments were made during meetings, it is helpful to get those reminders before two weeks prior to the next meeting. He stated his organization makes their minutes available within two weeks of each meeting so members have the chance to respond and use it as a working document as opposed to a static record of what happened.

**8. Adjourn**

Co-Chair Downey adjourned the meeting at approximately 11:30 a.m.