

Governor's Committee on Disability Issues and Employment (GCDE)

Awards subcommittee meeting

April 14, 2023

11 am to 12 noon

Agenda

1. **Welcome** – Meeting called to order at 11:05am by Yvonne with permission from Ryan despite no interpreter yet. Yvonne welcomed everyone.
2. **Roll Call** – Yvonne, Ryan, Cullynn, Kevin, Matt, Daniel, Emily. Amy is joining a few minutes late. Janet had a conflict and was excused. We did not hear from Clarence, Lucas, Mike, or Tammy. Damiana is out on leave and Pat is traveling. Elaine is not staff to the committee and only attends if assigned tasks alongside the event.
3. **Housekeeping Rules** – Yvonne reviewed to identify oneself before speaking, and raise your hand.
4. **Approval on Minutes from March 10, 2023** – Yvonne asked if there were any questions. None heard. Ryan updated everyone via chat that his onscreen interpreter is sick, and he would set one up via Sorenson. Kevin moved to approve minutes. Matt seconds. All in favor, none opposed. Motion passed and carried.
5. **Sponsorship Update – Ryan** – Put on hold briefly until Ryan could join. Yvonne could speak to this and did so at 11:15, after not hearing from Ryan. We got another sponsorship and are up to \$21k, Ryan has been great about keeping us informed, and is working with Tribal VR. It is too bad that Ryan cannot be here to report on it. Ryan spoke to this once he joined. He thanked everyone for their patience. He recapped what Yvonne shared and said he was still waiting for a few more responses. He expects that we will receive more funding. We do not have a deadline for sponsorships implemented yet. There is plenty of time left before the event. Ryan will continue to work on it. Amy shared that she is very impressed with the level of sponsorships we've received, especially when compared to last year, and gave thanks and kudos to Ryan. Yvonne and Cullynn concurred. Kevin asked if we have a goal for the number or amount of sponsorships, or if we are just doing what we can. Ryan thanked Kevin

for his question and shared that his goal would probably be around \$25k. We do have plenty so far. If we get a large amount more, after the event, then we have funds to pay for vendors and travel etc. Once we pay for everything, with the pool of reserves hypothetically, we can save it for next year. We are hoping that will be the case. Kevin thanked Ryan for the info and wondered about appearing disingenuous and wanted to make sure we keep our eye on the ball for this year primarily. If we happen to have extra, that's great, but mainly we are raising for this year. Yvonne thanked Kevin for the reminder and said originally the goal was \$20k, but with the added expenses of travel and lodging, \$25k may be more reasonable and she believes we can reach it. Ryan thanked Yvonne and responded to Kevin's comment. He shared that we are focusing on reaching out to organizations at a standard level. We already do know all of the organizations we've reached out to via the letter. We've also filled out some online form requests. Once we receive word back, we will have more information. We need to ensure we are doing our part to comply with each organization's requirements. Cullynn asked what was needed to help ensure we are following the rules. This is important. Clarified about next steps. Ryan shared what he means by that. We cannot ask individuals for sponsorships; it is not allowed. We have to go through the process with each organization to ensure we're compliant. He gave an example of Starbucks. Sometimes organizations cannot give funds to government organizations. Cullynn thanked Ryan for the clarification and let Ryan know to please continue to keep people informed if there are ways to help. No further questions were heard.

6. **Awards Brochure Update** – Leadership team met, the content was reviewed by the team, and Emily made suggested edits per the team. Cullynn recapped that the light filters on folks computers may have an effect. Kevin clarified who was speaking and Cullynn noted. Yvonne appreciated the input and stated we would keep it in mind.
7. **nominations Application Packet Update and discussion –Amy/Cullynn** - Emily shared that we are waiting until next week to move forward with launching on the brochure, nomination packet, and advertising otherwise until we can finalize everything internally with the ESD contracts office and feel confident to move forward. Per Cullynn, it was reviewed and looked

good, and tested online as well. Emily confirmed that Ryan tested the Survey Monkey in Jaws last week. Ryan joined at this point with an interpreter. Amy joined as well. Yvonne recapped.

8. **New Marketing Workgroup setup** – This was saved for Ryan to speak to when he joined. Ryan shared that he sent an email a couple of weeks ago asking the team if they were interested in participating. He did not receive any responses. He asked again during the call. Yvonne shared that she had not seen any emails on the subject but would be happy to help. Cullyn is not sure whether they have bandwidth but will find the email and respond by next week. Kevin also did not see the email and asked Ryan to resend, and said he would help in whatever capacity he can. Ryan agreed to resend and discuss more later. Janet was involved in the past but is not here today. Ryan wants to ensure we have everything setup and ready to go in terms of our needs. He will send out the info once he has it. Kevin wondered about news releases and wondered if we had started going through the process for that internally. He encouraged us to take any and every opportunity to do so, such as when nominations are released etc., and work to get the news out to our local communities. Ryan said he would speak to Amy. Amy concurred with Kevin's sentiments and felt there are different strategies we could use to reach targeted audiences. She had not participated previously, but is sure this is on folks radars who plan to participate. Last year, we started our weekly media campaign with weekly reminders, encouraging folks to nominate. Yvonne asked for a recap for the timeline from last year. Emily did not have the info off the top of their head but will look into it and follow up so that we can adjust accordingly for this year as needed. Yvonne asked Ryan who he works with on the news releases and when that typically starts. Ryan appreciated the questions and said he does have a list of folks we want to be in communication with. Emily and Ryan are working to launch the application process. We will get it out to various targeted locations within the community, to include Tribal VR and Workforce Development. We have multiple avenues already that will help us get the word out. Amy's hand was up from before. Kevin wanted to be sure that the committee volunteers were called upon to utilize their local contacts and connections as well. He volunteered to assist in writing things if needed as well. Matt

agreed with Kevin's sentiments and thought it was a great way to publicize the event and solicit nominations. Ryan agreed to loop in the committee when anything goes out. Yvonne thanked Ryan for the info and asked him to resend the marketing email. Ryan agreed to try to find it. He said people could also reach out to him or volunteer now on the call. Yvonne will help, especially focusing on Eastern WA. Ryan thanked Yvonne for her help with this so far. He hopes to receive more interest from the Eastern WA area. Yvonne shared that we already touched on the other agenda items before Ryan joined and wondered if anyone else had anything to add. Amy wondered if when we get minutes and notes we could include the date, time, and place of the event included as a general reminder. Emily agreed to add it. Kevin wanted to know if we can share info from staff about the amenities nearby the Convention center to share sometime this summer. Yvonne is familiar with the area and said she would work with staff to compile that. Kevin asked if we have a block of rooms. Yvonne thought so but Ryan clarified that we have not done so yet, only the meeting facility. He does not have much experience with that. He will work with staff on that. Emily volunteered to help with that. Yvonne recommended we do so ASAP since it is the same weekend as Oktoberfest. She thought we had already done so when we reserved the meeting space. It should be a high priority. Kevin concurs and thinks it will be more economical and perhaps allow us to have space to meet the evening prior to go over task assignments, etc. There are lots of good reasons to move forward with it. Ryan understands and will start the process on Monday. Yvonne appreciates it and thanked Kevin for bringing it forward. No other business was heard.

9. **Renaming Direct Support** – Yvonne shared that we won't be changing the name after getting some history from Janet, and felt it was appropriate to keep. Working on the Toby Olson packet is also on hold until Elizabeth is back from FMLA.

10. **Upcoming Photo Event with the Governor with 2020-2022 Award recipients and their employers** – This is on hold at the moment as well until we get some other things addressed. It was confirmed if Ryan can hear us now. He appeared to be connecting but we are not sure if it is

working yet. They had been communicating via chat thus far (Matt also suggested this). An interpreter was not yet present.

11. **Next steps** – Ryan will continue to work on soliciting sponsorships and will let the team know if there's anything they can do to help. Emily will look again at the brochure contrast. We will work with contracts next week to finalize the necessary paperwork to move forward with launching. Emily will look at the marketing timeline for this year. Yvonne will help on the marketing workgroup. Ryan will resend the marketing email and will be sure to include the team when any press releases go out. Cullynn will review the email and respond by next week. Kevin will do the same. Emily will add a reminder about the Awards event date on future minutes and agendas. Yvonne and staff will work together next week to book a block of rooms at the hotel, and compile information about nearby amenities to share with the team. We will work on the Toby Olson packet once Elizabeth is back. Ryan will send the link for our next meeting in advance.

12. *Next meeting date and time: Friday, April 28, 2023, at 8:30 a.m. to 9:30 a.m. Please note the time change and let us know if you have any concerns in the meantime. Folks wanted to ensure that the correct link was sent out a few days in advance. Ryan agreed to do so. There is a conflict at our regular time, and he appreciates folks patience and understanding. Yvonne confirmed the leadership team meeting next Friday at 11 and Ryan verified. Yvonne thanked everyone for their time and attention. Folks were wished a great afternoon.*

Event will be on Friday, October 6, at the Wenatchee Convention Center.