

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

### Awards subcommittee meeting

April 28, 2023

8:30 a.m. to 9:30 a.m.

#### **Agenda**

1. Welcome – Yvonne apologized for joining a minute late as she has been going from meeting to meeting, said she was going to pull up the agenda, and asked if everyone had a chance to review it. Everyone concurred. Yvonne called the meeting to order at 8:32am.
2. Roll Call – Matt excused, Emily called roll, 9 present.
3. Housekeeping Rules – Please ID yourself prior to speaking and raise your hands if wanting to comment.
4. Approval on Minutes from April 14, 2023 – Yvonne asked, and folks concurred that they reviewed the minutes. Kevin moved to approve. Cullynn asked for a hold to double check, approved. Ryan rescinded his hand. Yvonne asked to move to the next agenda item in the meantime.
5. Sponsorship Update – Ryan is excited to have lots of great news to share for a Friday morning. To start with Sponsorships, we have a total amount of \$21,000 to date as of yesterday. On more good news this morning, we received another sponsorship from WSECU of \$2k, the same amount as last year, for now a grand total of \$23k as of today. Yvonne congratulated Ryan and the team. Ryan was glad to be able to share this at today's meeting and will also send out an email afterwards to let those not present know. Amy had a comment and follow up. She appreciates Ryan's work on this, and the great groundwork from the team last year, to come up with new ways to improve for this year with regards to communications and starting early and reaching out to various folks. She expressed her excitement and pride in being a part of this group and thanked Yvonne for her leadership as well. Yvonne concurred and gave her thanks to Janet for her leadership as well. She gave kudos to Ryan and the whole team for their amazing work. Ryan gave his thanks and agreement as well. That concludes the sponsorship update as of present. We are still awaiting some further responses from others to which we've sent requests. Kevin asked how many donors we

have to makeup the full amount. Ryan is happy to respond and had to think about it. To the best of his recollection, there are 8, DSB 5k, OFM 5k, ESD...Ryan is trying to remember. Microsoft 2k, Ryan said he hadn't memorized them. Kevin said that was okay, and Kevin shared that the number of donors is important regardless of the amount, and we should embrace and feel good about that for whatever amount folks are able to give regardless of their capacity. Yvonne asked, and Ryan said that was it on sponsorships, but there are other items he'd like to discuss. Yvonne gave Ryan the floor. Ryan said he did not have the agenda in front of him, so asked Yvonne to recap that. Yvonne shared the next two agenda items and discussion topics.

6. Nominations Application Packet Update and discussion – Ryan said he had lots of exciting news to share and gave Emily the floor first. Emily was excited to announce that we received the green light to move forward with the WCC from the Contracts office so we can officially launch on advertising and nominations this afternoon! Ryan concurred and said it was a complicated process, but we appreciated everyone's patience. On Monday we will send the packet out to all of the CRP's, WDC's, and Tribal VR contacts as well. A press release will also go out early next week with the information. The Communications office staff has been working on it and Ryan appreciates everyone's patience. Kevin had his hand up. He was glad to hear that there will also be a news release. Ryan asked for any further questions. Yvonne concurred that there did not appear to have any further comments.
7. New Marketing Workgroup setup – Ryan shared that Emily may be able to speak to this as well. Ryan couldn't recall when earlier this week that we shared the timeline from last year as an example, and hopes folks received that. Yesterday, once we confirmed that we can launch on the NAP process, we can now update the timeline for this year. Ryan would like to have several folks involved. Off the top of his head he believed Amy and Cullynn possibly had expressed interest if he's not wrong. We will need to develop some email teasers to go out, some pre marketing, before we get nominations. Ryan asked if Emily wanted to add anything. Emily added that she updated the timeline yesterday. Yvonne asked if she could share it and Ryan and Emily concurred. Emily reviewed the document and asks and will

share the meeting. There were a couple questions from Amy and Cullyn. Amy wondered who the emails went to and if we'd be using other methods. Emily shared that they will go to the listserv, as well as the Facebook. If people want to discuss other options, we'd be open to that. Cullyn deferred to Damiana. Damiana wondered if we've requested (or could request still) that our sponsors market to their networks as well if possible. Yvonne thought that was a great idea. Ryan asked for clarification of Damiana's question. Damiana repeated. Yvonne confirmed that DVR will help with marketing in her Region. She is excited about that prospect. Ryan thinks this is fantastic. Yvonne wanted to confirm that sponsors would receive the updates. Ryan asked Emily to respond. Emily confirmed that Ryan will be reaching out to folks next week, and likely can include sponsors specifically. Cullyn said she would be happy to help with this. Cullyn asked if we have content to look at from last year that we could share. Cullyn thought the timeline was great and clear. Kevin asked who the news releases are going to such as newspapers and radio. Perhaps our whole group of GCDE members would have similar connections. Yvonne mentioned that we did discuss this at our last meeting, once the news releases go out, we will ask all GCDE members to share that out in their areas and share their media contacts with Ryan. Ryan responded to Kevin's comment that early next week Communications should be releasing the news release. They send it to all print, TV, radio systems – there is over 500 media contacts throughout the state that it will go through on their network as well. We don't have ownership of that list, it is the Communications department, but our own group is welcome to share their local contacts as well. Kevin asked if there was any way to review the list. Kevin asked if the news release could be sent to members to share as well. Ryan clarified and Kevin confirmed on both counts if possible. Ryan confirmed that of course we will share the news release. Secondly, he will check with the Communications department can do on sharing the list. Kevin sends his thanks. Yvonne deferred to Amy and then Emily for comments. Amy concurred with Kevin. She said that if ESD is sending out to news media, in her experience, the lists are constantly changing – so it would be great if members would be empowered to have a copy and share with their local contacts, this may be an effective method. If GCDE is aware

































and approves of that. For example, there is a new local newspaper there that Amy could send to, if possible. Amy doesn't necessarily need to see the list, but can share her local contacts that she wants to share with, and can do the sharing herself personally with an endorsement if allowed. Damiana had mentioned the business journals, as well. Yvonne asked if Damiana knows of a list of those. Damiana doesn't know off the top of her head, but thinks we can look into it. She just wants to ensure those are covered too, so hopefully we can get that info, and include that target group. Emily spoke to Cullynn, Damiana, and Amy/Kevin's comments. Yvonne asked about if there has been any TV interviews in past media coverage. For example, in Spokane, there is often 60 second interviews with an anchor interviewing folks in the community about their various activities. Emily mentioned that she was not aware of this having been done previously. Kevin noted that this was a skillset in and of itself and that we should solicit approval from GCDE staff and Chair also and decide who should be responsible for that. Amy mentioned that she was a TV news reporter for 15 years when starting out in the business. It is challenging. If there are ways we could help with that so it is not all down to Elizabeth. Amy mentioned we may be able to provide the video segments from last year's ceremony. This may make it easier. If we could provide almost a teaser, it would increase the likelihood that we could get that kind of coverage. Yvonne was grateful for Amy's expertise and asked if anyone else had anything to add. Janet said she was on the road and said that many years ago there was press during the event. If we knew the Governor was going to be there, before this administration, in Snohomish county for example there was news coverage at the event. If we can confirm that the Governor was there typically. In recent years we have not necessarily been able to get that commitment with this administration. Yvonne thanked Janet for their historical perspective. Yvonne asked Janet about that. Janet thought it went out to some folks from Barry, perhaps Elaine knows. Emily will follow up and is not aware of having received anything. Yvonne asked Clarence if he would again be interested in helping with the graphics. Hearing nothing, we tabled that for now. Ryan had his hand up. He wanted to share an update about video. He understands that we never received them either. Ryan shared that we have secured a professional photographer and are working on a videographer.

The Communications office is helping with photography, but may not have the bandwidth for the videography aspect. We haven't received word from Elizabeth about how we want to proceed with that. He will follow up on Monday. It would have to be unedited if the comms office did it. 7 minutes remaining. Emily mentioned that our Comms office would have to do unedited, but perhaps someone else could do cleaned up footage. Cullyn wondered about permissions needed for video. We can check but believe video is already included on the form. Cullyn mentioned that they do have video editing skills but aren't necessarily volunteering. Yvonne asked Daniel if they want to help with sponsorship. She will email.

8. Photo Event with the Governor with 2020-2022 Award recipients and their employers Update – tabled.
9. Next steps – Several people including Yvonne on marketing workgroup, please email if you want to participate. Press releases in the next week. With a couple minutes left, Ryan shared that we have invited the Governor to the photo session and are waiting for a response. August 22 is the new date. We will share more about that when we have it. To respect everyone's time Yvonne asked for anything else. Kevin wanted to see the press release. Ryan confirmed. Yvonne thanked everyone and noted the next meeting time below, and bid all a good afternoon.
10. Next meeting date and time: Friday, May 12, 2023, at 11:00 a.m. to 12 p.m.



### Participants (12)

-  Heike, Emily (ESD) (Me)  
-  Bondroff, Ryan (ESD) (Host) 
-  ASL Interpreter - Karen  
-  Amy Cloud  
-  Clarence Eskridge (GCDEWA)  
-  cullyn  
-  Damiana Harper  
-  DLedgett  
-  Janet's iPhone  
-  Kevin Frankeberger, Ph.D.  
-  Tammy Stevens  
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