**Statewide Independent Living Council (SILC)**

**Public Awareness Committee**

**June 2, 2014**

**1525 Bull Lea Road, Suite 160, Lexington, KY**

**Members Present:** Peter “Tony” Carmack, Mike Freholm, Benita Lind, Paul McKee, Marilyn Mitchell, Gay Pannell, and Elsie Speed

**Members Absent:** All members present

**Staff:** Germaine O’Connell and Kari Skaggs

Benita Lind motioned for Mike Freholm to chair the meeting. Marilyn Mitchell, second. No oppositions or abstentions. Motion carried unanimously.

**Introductions:** Introductions were made.

**State Plan for Independent Living (SPIL) And CIL Report Form:** Mike Freholm deferred to Germaine O’Connell. Germaine passed out the report form for the previous SPIL. She directed the committee to the second page where the Centers for Independent Living (CIL) report their SPIL activity. Germaine then passed out an alternate format to for the CILs to report on their activities for the current SPIL for the committee to consider. Marilyn Mitchell noted that the wording should not be “peer counseling”, it should be “peer support”. Discussion was held regarding the form and ways to monitor the activities of the CILs which then can be reported to the SILC. Paul McKee motioned to accept the form. Benita Linda, second. No oppositions or abstentions. Motion carried unanimously. Discussion was held regarding other necessary reporting for the purposes of the SPIL, i.e. Council Members, Staff, Designated State Unit (DSU), etc. Germaine proposed putting together a Council Member Report Form which will include: Name, Date, What Did You Do, Who Did You Do It To, and Is There Any Follow-Up. Germaine volunteered to go through the SPIL and compile the SPIL requirements for the Council Members and create a form to report their activities. Benita Lind motioned to that the committee work on the SILC Member Form to report on activities that council members have done, to be reported to Germaine, and to be included in the book. Paul McKee, second. No oppositions or abstentions. Motion carried unanimously. SILC Member Report Form.

**Future Plans:** Germaine O’Connell requested open discussion on the previous Public Awareness Committee’s marketing plan, including the canned presentation which needs to be updated. Elsie Speed brought up trying to interest a younger crowd to the SILC by looking into “giveaway” items with the SILC name that can be passed out at events. Discussion was held regarding knowing the target audience, getting but also maintaining the audience’s attention, difficulty in reaching youths with disabilities because of their desire to be the same as their peers, and possible opportunities for educating the youth on the SILC. Germaine stated that she will look into cost for the marketing products.

**Wrap Up and Next Steps:** Germaine suggested updating the canned presentation, such as office positions and additional information on Office for the Blind and their Independent Living program. Benita Lind recommended sending out a SurveyMonkey to the Council Members to request feedback on the website and Facebook page. She also mentioned putting a notice on the first page of the meeting booklet regarding the website, Facebook pages, and the CyberCil. Discussion was held regarding testing the accessibility of the various internet sites. Germaine requested the committee brainstorm on places/groups to give presentations, especially the local opportunities of each member.

Mike Freholm asked for any additional comments or questions.

Marilynn Mitchell motioned to adjourn the meeting. Benita Lind, second. No oppositions or abstentions. Motion carried unanimously.