# 12.20.21 SILC Council Business Meeting CART Transcript

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QA-SILC-122021

 [ Please stand by for captioning]

>> MINDY KULASA: Hello

>> STEVE LOCKE: Hey, Mindy, how are you? This is Steve.

>> MINDY KULASA: Hi, Steve.

>> STEVE LOCKE: How are you?

>> MINDY KULASA: I'm good, Steve.

>> STEVE LOCKE: I’m on my phone and I'm going to switch to my computer.

I was having trouble getting in, so I will be right back.

>> MINDY KULASA: Jamia, are you all ready for the holidays?

>> JAMIA DAVIS: I am.

How are you doing Mindy? It's good to see you.

>> MINDY KULASA: It's nice to be with you guys too.

I'm doing good.

It feels like it's been forever.

>> JAMIA DAVIS: I'm getting ready.

Dinner with my family and nothing too big but I'm excited.

What about you?

>> MINDY KULASA: Yes, I'll have my sons with me on Christmas day and so I'm thrilled about that and then I celebrate with my family down in Indiana after the New Year.

>> STEVE LOCKE: It is 6:01.

Thank you everybody for joining tonight.

Jan had planned on chairing the meeting tonight.

She's on her way back from a meeting and she got a flat tire and in the process of getting tow truck services and I was asking Will to share the brief meeting and I can give you any assistance that you need as we move through our one item agenda.

>> VICE CHAIR WILLIAM HARRISON: That sounds good, Steve.

>> STEVE LOCKE: Awesome.

I guess, we'll do welcome introductions and any opening remarks, Will.

>> VICE CHAIR WILLIAM HARRISON: Okay.

We'll do roll call first.

Tracy, can you do roll call?

>> TRACY BROWN: Sure.

Frank Animikwam.

>> STEVE LOCKE: Looks like he's here but on mute.

>> FRANK ANIMIKWAM: Present.

>> TRACY BROWN: Glen Ashlock.

>> GLEN ASHLOCK: Here.

>> TRACY BROWN: Jamia Davis.

>> JAMIA DAVIS: Here.

>> TRACY BROWN: Stephanie Deible.

>> STEPHANIE DEIBLE: Here.

>> TRACY BROWN: Will Harrison.

>> VICE CHAIR WILLIAM HARRISON: Here.

>> TRACY BROWN: Mindy Kulasa.

>> MINDY KULASA: Present.

>> TRACY BROWN: Theresa Metzmaker.

>> THERESA METZMAKER: Here.

>> TRACY BROWN: Mark Pierce. I don't believe he is on the call.

Jan Lampman has a flat tire and is unable to join us.

You do have a quorum.

>> VICE CHAIR WILLIAM HARRISON: Awesome.

Anyone that needs to be discussed before -- tonight? Okay.

Nothing heard, hopefully we can get to the opening introductions and remarks.

>> STEVE LOCKE: So, welcome everybody to the meeting tonight.

I think we've got through our accommodation requests and our roll call for a quorum, and we do have a quorum, so we'll move onto our consent agenda and ask for a motion to approve this evening's proposed agenda.

>> VICE CHAIR WILLIAM HARRISON: Can I get a motion to approve the agenda? Roll call for us, Tracy?

>> JAMIA DAVIS: I move to approve the proposed agenda.

>> MINDY KULASA: I second.

>> TRACY BROWN: Frank Animikwam?

>> FRANK ANIMIKWAM: Aye.

>> TRACY BROWN: Glen Ashlock?

>> GLEN ASHLOCK: Yes.

>> TRACY BROWN: Allen Beauchamp.

>> ALLEN BEAUCHAMP: Aye.

>> TRACY BROWN: Jamia Davis.

>> JAMIA DAVIS: Aye.

>> TRACY BROWN: Stephanie Deible?

>> STEPHANIE DEIBLE: Aye.

>> TRACY BROWN: Will Harrison.

>> TRACY BROWN: Mindy Kulasa.

>> MINDY KULASA: Aye.

>> TRACY BROWN: Theresa Metzmaker.

>> THERESA METZMAKER: Aye.

>> TRACY BROWN: Motion passed.

>> VICE CHAIR WILLIAM HARRISON: We're going to move onto approve contract for Outreach Services.

Please go ahead and make --

>> STEVE LOCKE: Just a little bit of background on this.

SILCs across the country are required to do statewide Outreach Services during the three-year SPIL and we put out a request for proposals back in October for statewide Outreach Services.

We received two proposals.

Those were evaluated by three members of the Executive Committee back in November.

We do have an aggregated score sheet for those proposals.

It was very, very close.

The three evaluation team members found them to be really, really good proposals, but one was ranked slightly higher than the other and it was from a group called Idea 39, which is Michigan based.

The ranking committee had some additional questions for the first ranked proposal submitted for Idea 39 and they ended up having a Zoom meeting with them to ask some clarifying questions.

And it was Jan, Stephanie, and Jamia who did the evaluation on this and I would like to open up the floor to Jamia and Stephanie to talk about your meeting that you had with Idea 39 -- which you would have known as the Gorilla Project under their other DBA -- and talk a little bit about your conversations with them that really kind of helped you solidify your final recommendation for contract award to Idea 39.

>> JAMIA DAVIS: Stephanie, do you want to go first?

>> STEPHANIE DEIBLE: Sure.

As Steve mentioned, we had a meeting with this particular group and in the past, they've worked with a lot of different organizations and groups and one of the main questions that we had for them as a group is, they have worked with a lot of political groups, representing candidates.

So we wanted to clarify if we were to move forward with their proposal, how that would look and they understood that we are a public group and we're representing everybody and we didn't want any political affiliations to come into play and that's when they told us that they understood and they've worked through that in the past and that's when they recommended that we could explore their Idea group and that's what we did and we felt really comfortable moving forward with this particular group, based on their proposal, their passion.

Several of them had connections to the disability community which I feel was one really strong pool to working with this group.

Not only do they have the expertise and experience to help us outreach in the community, but they're also very passionate about disability issues and that was something that really stood out to us as a group as we were evaluating.

Jamia, do you want to add anything else?

>> JAMIA DAVIS: I agree with you, Stephanie, and also, I would say their board members -- they have a team of diverse board members.

Or their team is very diverse.

And I thought that was important as far as bringing different perspectives to the table, given that we represent a diverse population as well.

So, we thought that was important.

And I also asked about when we do our outreach, when we have materials such as print materials on the website, would they be able to accommodate different, you know, people with disabilities with like maybe the lighting or, you know, captioning?

And they said that yes, that would be something that they would be able to do, so I agree with Stephanie as far as their qualifications and experience, too.

It was a really good conversation.

They all come from different backgrounds and have personal experiences that they currently work for in addition to being on this particular organization.

So, I thought they were a really good fit.

>> LISA KISIEL: This is Lisa Kisiel, ex-officio member.

When you brought up accessibility, -- I would ask if there are PowerPoints or videos done they should be descriptive and we're noticing in the virtual reality how much that doesn't happen.

>> STEVE LOCKE: Great point, Lisa.

Thank you.

>> JAMIA DAVIS: I was going to ask Stephanie if there was anything else she wanted to add.

>> STEVE LOCKE: Just to let you know what this looks like going forward, what we're asking the Council to do tonight is make an award of a contract of $45,000 for Idea 39 for a statewide Outreach Effort and the engagement is going to last for approximately five months.

The way we envision this kicking off is right after the first of the year we're going to assemble a steering team made up of three 3CIL Directors and three staff that have experience with outreach and working jointly with me and also Idea 39 in creating, launching, and then evaluating this entire statewide outreach effort.

That's what's before you tonight and you were provided with the RFP itself and also the proposals to review about ten days ago.

And I just want to open the floor up to see if there's any questions or comments or observations that you had in the review of those materials before we ask for a motion.

Yeah, Glen?

>> GLEN ASHLOCK: Thanks.

There seems to be a lot of focus on social media and websites and things.

If we're talking about outreached to underserved groups, is there, was there any discussion of how we're going to reach the folks who don't have -- I think largely those are the under -- you know, folk that's don't have social media and internet and aren't on the web.

>> STEVE LOCKE: That's a great point, Glen, and that's going to be part of the task of the steering committee meetings when we see how this looks.

We have about 45 -- around the state that we engaged when we did our needs assessment survey and we're going to tap those groups and pull them in as partners for the push out of the whatever media outreach campaign we do and we will have materials that are not necessarily digitally based and pushed out through those entities to be pushed out through their channels as well to the people they serve so we have a wider web of reach.

So, there's going to be a lot of strategizing when we get this steering team together and a lot of creative thinking.

Other than just digital media and digital media platforms.

It's got to be more of a reach than that because we need to reach into the rural areas and get to the agencies that people are receiving services from.

Centers without wi-fi or access and I'm glad you brought that up.

Part of this steering team's task is to ferret out how we can dive deep into the rural communities and underserved minority communities for people that don't have internet access or access to social media for sure and great point.

>> STEPHANIE DEIBLE: I will say, Glen, we did talk about that when we met with the team.

We talked about the need for other outlets aside from email, social media.

So, we did bring that up with the team and they were absolutely on board with helping us explore different avenues to reach people based on the community partners and people who are going to be on the steering committee and the ideas that we all had selectively as a group.

>> GLEN ASHLOCK: Thank you.

>> LISA KISIEL: Was there discussion about the opportunity to essentially go where your customer is? Travel.

I think as represent willing a fairly small population of people with disabilities but unique needs regarding communication because a lot of our constituents do not use social media or technology until they've had the training to do so.

We find that personal touch and a lot with are done with phone calls and taking it back to the basics.

Especially, Steve to your point with the rural communities.

You'll lose something if you don't do that.

>> STEVE LOCKE: Lisa, with that, would you be willing to jump onto our steering committee.

>> LISA KISIEL: I'll need more information.

>> STEVE LOCKE: It's still being formulated, and I would like to kick the door open for you.

The more perspectives we have the better the result will be.

>> LISA KISIEL: I'm happy to consider it.

Even with a comprehensive statewide needs assessment it is difficult to reach the individuals who don't use the industry standard in forms of communication.

>> STEVE LOCKE: We have three CIL Directors who volunteered to be on the steering team.

Yvonne Fleener from Disability Network Southwest Michigan, Alex Gossage from Ann Arbor and Diane Fleser from Muskegon.

I'm looking for three council members who want to be part of the steering team as well and we're going to kick off in earnest probably in the second week of January to get this up in the air.

Send me your email if you're interested.

I sent out a group email a week or so ago asking for interest.

I haven't heard back from any council members yet, but I have heard back from three CIL Directors.

Any other questions or observations or comments on the proposals or what we're being asked to do tonight?

>> FRANK ANIMIKWAM: I have a question.

Thank you for meeting with these two organizations, these consulting firms.

I was looking at the idea 39 and their previous experience and looking at their partnerships or clients, I should say.

Did they share any experiences they had with work with members from the disability community and ways that they were able to write some unique solutions to meet the needs with regards to communication and social media and such.

>> STEPHANIE DEIBLE: They did share some pretty personal stories with us in regard to working with or providing support to family members or close friends that had disabilities or working with organizations that served people with disabilities.

They didn't necessarily touch on communication specifically.

Jamia, do you have anything else you want to add to that?

>> JAMIA DAVIS: No.

I would just echo what you say, said, about them having personal experiences. But I do feel as though their proposal captured more so of having a connection with those in the disability community versus the other organization that we looked at.

So, I felt as though they were like a closer fit in terms of, you know, having that understanding.

>> FRANK ANIMIKWAM: Okay.

Thank you.

>> JAMIA DAVIS: Uh-huh.

>> STEVE LOCKE: Any other questions, comments, or observations before Will calls for a motion? Okay.

>> VICE CHAIR WILLIAM HARRISON: Do we have a motion to approve the contract?

>> STEVE LOCKE: It would be a motion to approve the contract with Idea 39 for Outreach Services in the amount of $45,000.

>> MINDY KULASA: This is Mindy.

I move that we approve the consulting services of idea 39 for Outreach Initiative Contract award amount of $45,000.

>> VICE CHAIR WILLIAM HARRISON: Any second?

>> FRANK ANIMIKWAM: This is Frank.

I second.

>> VICE CHAIR WILLIAM HARRISON: Tracy, roll call?

>> STEVE LOCKE: Will, the next step would be is there any discussion on the motion.

>> VICE CHAIR WILLIAM HARRISON: Is there any discussion? Hearing none, can we get a roll call, Tracy.

>> TRACY BROWN: Frank Animikwam.

>> FRANK ANIMIKWAM: Aye.

>> TRACY BROWN: Glen Ashlock.

>> GLEN ASHLOCK: Aye.

>> TRACY BROWN: Alan Beauchamp.

>> ALLEN BEAUCHAMP: Aye.

>> TRACY BROWN: Jamia Davis.

>> JAMIA DAVIS: Aye.

>> TRACY BROWN: Stephanie Deible.

>> STEPHANIE DEIBLE: Aye.

>> TRACY BROWN: Will Harrison.

>> VICE CHAIR WILLIAM HARRISON: Aye.

>> TRACY BROWN: Mindy Kulasa.

>> MINDY KULASA: Aye.

>> TRACY BROWN: Theresa Metzmaker.

>> THERESA METZMAKER: Aye.

>> TRACY BROWN: Motion carried.

>> VICE CHAIR WILLIAM HARRISON: Any public comment? Hearing none, can I get a motion to adjourn the meeting?

>> STEVE LOCKE: Everyone wants to hang out.

[ Laughter]

>> JAMIA DAVIS: This is Jamia Davis.

I motion to adjourn the meeting.

>> STEVE LOCKE: That's all it takes.

Okay, everybody.

You all have a wonderful holiday season and I'm looking forward to seeing you all in the New Year.