



City of Portland
Portland Disability Advisory Committee Meeting Minutes
July 11, 2018

Bill Campbell, Jr., Chair of the Committee, convened the meeting of the Portland Disability Advisory Committee (PDAC).

Sign in

- In attendance: Karen Perry, Steve Leighton, Jessica Russell, Derek O'Brien, Bill Campbell, Haley Pass, Bud Buzzell, Ken Shapiro, Lisette Belanger, Mandy Levine, Kenneth Capron, Karen Perry, Tom Handel, Mireille Kabongo, Olivia Fraioli, Polly Lawson, Brooke Dempsey
- Absent Committee members: Hanna Aistrop, Michelle Ames, John LeMieux, Jim Devine

Minutes of the June 13, 2018 meeting: Karen Perry moved to approve the minutes of the 6/13/2018 meeting and Haley Pass seconded. The remaining committee members in attendance voted unanimously to accept the minutes. No corrections were noted.

Preparation for 8/1/2018 filming of Public Service Announcement (PSA) with guest Tom Handel, Executive Director of the Portland Media Center

- During the filming, each speaker will answer each of the three questions in succession:
 1. What one misconception about individuals with disabilities would you like to clarify?
 2. What one word captures what the word "disability" means to you?
 3. How can having a disability be an asset, not a deficit?

- **Question #2 and creation of a Word Cloud**
 - Tom will take the one-word answers to question #2 and convert them into a Word Cloud. While the audio for each word will be provided by the individual speaker, the individual speakers will *not* be visible during
 - We decided that, during filming of question 2, each speaker will (a) state their one word that describes what disability means to them and then (b) provide a brief explanation of why they chose that one word. The Word Cloud itself will include the singular word.
- **Subtitles:** PSA's 1 and 3 will have subtitles; but there will not be subtitles in #2/Word Cloud PSA since everything will be in writing.
- **Clothing recommendations:** he'll bring a light to augment the natural lights in the room. Try to avoid wearing tight, thin stripes.
- **Posing the 3 questions:** We will have the text of the question on the screen and have Tom provide the one-time voice over of the question at the beginning of the PSA. He will create subtitles of members' responses based upon what people actually say during the filming.
- PSAs are anywhere from a few seconds to up to 15 minutes in length for video content. The shorter the PSA, the more frequently it will air on Portland Media Center. It will also be loaded onto YouTube.
- If any members cannot attend the filming on August 1st, the best route is to email Tom (tomh@portlandmediacenter.org) directly and arrange with him to film your answers at Portland Media Center's conference room.
- Mandy will print out each question in advance to share with participants being filmed.
- Each person will be identified by name.
- We want the PSA's "brought to you by" the Portland Disability Advisory Committee but Tom explained that that information is typically shared at the end.
- **Discussion of a PDAC logo:**
 1. We could examine Word fonts to see what font we like. Mandy to compare to ADA recommended fonts that are more accessible.
 2. Jessica and Derek volunteered to create a PDAC logo that we can show at the end of the video and we can use it on the City website and PDAC.

3. The logo would be visible behind the speakers. When Tom films, he'll create a space for it.
4. Mandy asked that any words have fonts that are sans serif: "sans serif" fonts are fonts that are as plain and straight as possible. Examples include:

- Arial
- AvantGarde MD BT
- Avenir LT Std
- Century Gothic, Regular
- Franklin Gothic
- Frutiger LT
- Futura Std
- Futura MdCn BT
- Gill Sans Std
- Helvetica
- Interstate-Regular
- Myriad Pro
- Rotis Sans Serif Std
- SansSerif
- Stone Sans ITC
- Swis721 BT
- Tebuchet
- Verdana
- Vag Rounded

- The PSAs will air on Chanel 5, often as a space filler between shows. Tom can tell us how often our PSAs air.
 - If we ever have an event that we want to promote, a PDAC member can come into the studio and do a 5-minute filming about the upcoming event, or Portland Media Center can attend one of our public events and film and interview people. They'd create a short news story that would air on their station and would be accessible on YouTube.
- Bill Campbell will not be attending the August 1st meeting. He does not plan to be the Chairperson after the August meeting after his one-year term ends. Mandy will

issue guidance to everyone about future openings on the Committee and the application process.

- Ken Shapiro extended the invitation for everyone to attend a July 19th event being sponsored by Unum: it's a wheelchair rugby exhibition game from 6-8 pm at the Westbrook Community Center between a group of individuals in wheelchairs playing against a group of Unum able-bodied individuals.
- **Next meeting: 8/1/2018** from 11 am to 12 pm in Room 24 in the basement of City Hall. Mandy reserved Room 24 until 1 pm in case the filming goes slightly over.
- The meeting adjourned at 12 pm.

Respectfully Submitted,

Mandy Levine
City of Portland Workforce Diversity and Inclusion Specialist