



## **Essex County Accessibility Advisory Committee Meeting Minutes**

**Thursday, March 8, 2018**

**3:00 pm**

**Essex County Civic Centre, Room E  
360 Fairview Avenue West, Upper Floor  
Essex Ontario N8M3G4**

Committee	Christine Easterbrook, Chair
Members:	Gord Queen, Vice Chair
	John Boyko
	Rosemary Cobby
	Therese Lecuyer
	Charles Wimperis
Absent:	Debbie Alexander
Administration:	Renée Trombley
	Katherine Hebert

### **1. Recording of Attendance**

The Chair noted that all members of the ECAAC were in attendance with the exception of Ms. Alexandre.

### **2. Disclosure of Pecuniary Interest**

There were no conflicts of pecuniary interest declared.

### **3. Adoption of Regular Meeting Minutes**

February 1, 2018 ECAAC Meeting Minutes

**5-2018**

**Moved By** Ms. Lecuyer

**Seconded By** Mr. Wimperis

That the minutes of the February 1, 2018 meeting of the Essex County Accessibility Advisory Committee be adopted as presented.

**Carried**

### **4. Delegations and Presentations**

## **5. Communications**

### **6-2018**

**Moved By** Mr. Queen

**Seconded By** Mr. Boyko

That the communications items for the March 8, 2018 ECAAC meeting be received.

**Carried**

#### **5.1 AODA Toolbox**

March 2018

#### **5.2 AODA Alliance**

What's New

#### **5.3 Bee Breeders - Architecture Competition Organisers**

Accessibility Architecture

#### **5.4 Enable Magazine**

Beat the Winter Blues and Book Yourself an Accessible Holiday

#### **5.5 Smithsonian**

For People Living with Disabilities, New Products Prove Both Practical and Stylish

The Chair noted that there were several interesting items that were introduced in the article.

Mr. Boyko indicated that although interesting, it is likely that the cost of these items would be prohibitive of purchase for most people using assistive chairs.

#### **5.6 CBC News - British Columbia**

Improve Accessibility to Boost Economy: Paralympian Rick Hansen

#### **5.7 CBC News - Nova Scotia**

Members of New Advisory Board Want Nova Scotia to Rethink Accessibility

## **5.8 Microsoft Developer**

Microsoft Joins 'Be My Eyes' App to Provide Tech Support to Blind and Low Vision Customers

The committee members discussed the 'Be My Eyes' app and how it works with Android phones.

## **5.9 Engadget**

YouTube Enables Captions for Live Broadcasts

# **6. Ongoing Business**

## **6.1 Facebook**

### **6.1.1 General Discussion**

ECAAC Facebook Page

Ms. Cobby indicated that even though traffic may seem light on the ECAAC Facebook page, it appears that it is getting more 'likes' than most other accessibility group pages.

The committee discussed items posted and types of items deemed appropriate for posting. It was noted that the local content gets more traffic than other posts.

Ms. Trombley indicated that there are approximately a dozen more 'likes' or followers of the page since the end of 2017.

### **6.1.2 Understanding Facebook Ads**

Ms. Trombley discussed the options for Facebook Ads. She briefed the committee on the types of ads available and the target options for these ads. Among the options noted were 'brand awareness', 'engagement' and 'marketing'. She further noted that Facebook has recently changed the way that they process items into the newsfeeds of its users. It is now set so that users are seeing more of their family and friends posts rather than corporate items.

Ms. Trombley further explained that there are other ways of defining the target groups for Facebook Ads. (example: age range, geographic area, area of interest etc.)

It was noted that the Committee will have to come up with a thoughtful campaign before considering Facebook Ads. It is important that the ECAAC set out the campaign

according to its vision and goals to be consistent with the role of the committee.

Ms. Trombley discussed 'Boosting' posts and how that worked. She noted that the use of Boosting should be kept for originally produced content. (Such as bios or videos of committee members, event video or posts, product issues such as the one noted by the Chair at the February meeting where the label was offensive, etc.)

The Chair noted that she would work on getting some ideas together for original posts with pictures.

Mr. Boyko suggested that the Committee could do a Facebook Live post for the basketball event in May.

The Chair requested that committee members consider creating some original content (videos) for posting and it was decided the committee would "introduce" itself to the Facebook followers.

## **6.2 2018 ECAAC Initiatives**

Ms. Trombley discussed the availability of the Vollmer Complex for the desired dates previously discussed for the walk.

The Chair proposed proceeding with the June 23rd date for the walk event at the Vollmer Complex with the theme of "Celebrate Your Abilities".

Members of the Committee were in agreement with proceeding with the walk.

## **7. Reports and Questions**

## **8. New Business**

### **8.1 University of Guelph Accessibility Conference**

Ms. Trombley noted that the event was being held May 29 and 30, 2018. Once the speaker list and schedule is set, if committee members are interested in attending, they should advise Ms. Trombley.

### **8.2 Delegation at County Council**

Ms. Trombley indicated that the delegation for the ECAAC for Access Awareness Week coincides with the County Council meeting scheduled for June 6, 2018. It was discussed previously

by the ECAAC members that they would present a summary of the year's initiatives and a piece that focuses on disability.

It was suggested that perhaps a piece related to mental health and disability would be a worthwhile and informative focus for this year's delegation.

### **8.3 Future Delegations for ECAAC**

Jeanie Diamond-Francis, Housing with Supports Coordinator for the County of Essex would like to come and speak to the ECAAC regarding mental health.

Scott Holland, Manager of Technical Services for the County of Essex would like to present as a delegation to discuss the planned construction at the Civic Centre.

Kevin Money, ERCA would like to return as a delegation in 2018.

### **9. Next Meeting Date**

Thursday, April 12, 2018

### **10. Adjournment**

**7-2018**

**Moved By** Mr. Wimperis

**Seconded By** Mr. Queen

That the March 8, 2018 meeting of the Essex County Accessibility Advisory Committee be adjourned at 4:15 PM.

**Carried**