

>> MIKE FODDRILL: Thanks, everybody, we're going to start, let's start at 3:05, and I want to give everybody a chance to get logged on and I want to make sure that we have all of our committee members that can attend today.

>> MIKE FODDRILL: Okay, I've got 3:05, and we can probably get started. Thanks everybody for coming to INSILC statewide Independent Living council, outreach committee meeting today. And we can go ahead and start with our agenda, and Katy, do you want to run us through the agenda today?

>> KATY MYERS: Sure, I'm going to go ahead and share my screen. Just one second.
okay. What we're looking at here is a word document. On the top, it says, INSILC marketing engagement committee meeting, July 14th, 2026 agenda. And then in the top right corner is the INSILC logo. The rest of it is typed information, which I will read as we move throughout the meeting. So number one reads roll call attendance. So I will read the names of everyone who is on the committee and take attendance, and we'll move down from there. So the first person, Cara Burchette, she's not present at this time. And if someone joins later, we'll go back and edit this. Dee Ann Hart is be present. Hi, Dee Ann. Amy Luellen, I'm going to leave her blank, she's hoping to join late today. Kelly Samson is present today. Luis Roman is not present now, and Lexi Westerfield is not present as of now. We have not heard if they were able to attend or not, but we will touch base with them to make sure that this time still works for everyone for this meeting. So okay, so for event updates, number two, on the list of texts throughout the document reads event updates, and beneath that, there are three bullet points. The first says virtual input forums, the next says Columbus Town Hall and the next says Indianapolis Town Hall. So I will give a little bit of an update for each one. And then we will let the

committee members present and questions about them. So the virtual input forums, we're relatively pleased with how they have been going so far. We have had, you know, anywhere between two-ten attendees for each one. I think we are always hoping that there will be more. But what is good is that in each one, we are meeting individuals who we have not met before. So some people that we're familiar with will attend more than one, which is great. We welcome any return investors, and then there are also other people who are relatively new to INSILC and we're excited to see that. We have been posting on social media about our input forums. We have had a good number of our partners share those forums on their own pages like the Arc of Indiana and Indiana institute on disability and community. We have done individual outreach to some of our other partners asking them to forward along some of these to their members. So we will continue to do that to try to increase attendance at the forums that we're having throughout the summer. So again, we're glad for the folks that come but we're always trying to get more. So we have a virtual forum tomorrow, and then we have a believe six more dates after that this summer. We'll have these virtual input forums specifically related to gathering input for the 2027-2030 state plan for Independent Living. We'll have more opportunities for people to give input for the state plan, especially after we have -- we'll have more input forums this fall. And then especially once we get the first draft of the state plan out, which will be early December, we will also host special events to get feedback about the drafts that we have shared. So that's where we're at with the virtual input forum. The Columbus Town Hall. So we had a Town Hall in Columbus back in June. So far, the topic of the Town Hall was community engagement and how to improve that within the Columbus community. We had a good panel. We had some great discussion. The Town Hall overall was not our

best attended. We had about just shy of about 30 people. We had about 7 exhibitors, so that was good. We did our best to get as many people there. We did all of the tactics that we have done at our previous Town Halls. We have had previous Town Halls, upwards of 50 to many 70, I would have to look at the actual numbers, but yeah, this one was markedly lower. We think that maybe perhaps -- we don't know this for sure, but maybe one of the reasons that the Columbus Town Hall was not as well teamed as the others is because we didn't have any elected officials there. So of the people who were on the panel, they were not necessarily names that one might recognize. And so we're going to do our best to make sure that future Town Halls are topics that feel urgent and relevant to people, not that community engagement is not relevant or important, but given how high stakes things are for people with disabilities right now, we're going to try to make these events subject -- like around topics that are really prescient to people. Which leads me to the Indianapolis Town Hall. I think I'm going to do my best to refer this to as kind of a greater Indianapolis Town Hall. Because the in-person location is outside of Marion county. The in-person location is going to be in Noblesville. So a couple of things that we're going to be doing differently about the Indianapolis Town Hall. The first thing is that we're going to be live streaming it. We recognize that public transit in Marion county does not leave the county line. So we're going to do two things to hopefully alleviate that burden for folks and allow them to participate. So the first is we're going to live stream the event to Youtube and Facebook. So it will be the first time that we're going to live stream the event. The other thing is, we're going to use our event budget to provide both Lyft rides and also wheelchair accessible rides. So again, we're going to offer ride vouchers to as many people as our budget will allow, and hopefully that will make

sure that people feel like they can attend the event, whether, regardless of the county they live in. We are working on what that panel will be, who the speakers for the greater Indianapolis Town Hall will be. We have been wrestling with the fact that it's an election year, so at previous Town Halls, we have reached out to elected officials in the area, so the mayor or the city or county councilors, maybe like house representatives or state senators. When it gets to an election year, because we're a non-partisan organization, we need to make sure that we don't seem to be endorsing one party or the other. So if you invite one person who is running, you need to invite from the other side of it. And the panel can get kind of large. And some of the individuals might be sitting representatives, therefore they might have more influence than somebody who is maybe running. So it's just a consideration that we have been wrestling with. So we're going to do our best to make sure that the speakers are speaking about a topic that is important to potential attendees, and that they are individuals who have influence and have something to say about what we can do to improve life for people with disabilities in Indiana without necessarily having to make sure that we have 40 people on the panel to make sure that we're nonpartisan. So we have a couple, we have a plan A and a plan B for who the speakers will be, and so that is where we're at so far with planning the greater Indianapolis Town Hall. So I'm going to stop there and open it up for discussion among the committee members who are here today. If you have any questions or comments about any of that so far.

>> This is Dee. Can you just give me the dates in Indianapolis again?

>> KATY MYERS: Oh, sure, the greater Indianapolis Town Hall. September 29th from 5:30 to 7:30.

okay, any questions? Is it okay if I move on?

okay, great. So the next number on the list of items on this document reads number 3, Google grant review. So INSILC has -- we participate in what is called the Google ad grant. And what it does is, it lets INSILC as an advertiser on Google bid towards on different key words, and the grant provides up to \$10,000 each month in ad words that you use, based on the clicks. And so we work with a group that's out of Florida. I worked with them in the past and they're really good at kind of adjusting all of the levers and making on the back end -- because it's a very technical process -- to make sure that our ads are running and they're compliant. So I'm actually going to switch over and share the dashboard of how those ad grants are doing. So I will describe that to the best of my ability. I just want to point out just a couple of things. So now what we're looking at a web page. In the top left corner it says "Indiana statewide Independent Living council." there's a menu panel to the left of the screen, and it reads, "google ad grant dashboard" And under data sources, there are analytics and paid ads. We have not done any paid ads. We have only done ads through the grant that Google offers. So now I'm going to describe what is on the dashboard itself. So in the top right corner it tells you the timeframe that this data is being pulled from, which is all of this year. And then at the top, there's like a teal header bar, and it says, Google ads performance overview. And so we have had, on all of our ads, we have had 246 clicks. Sorry I clicked something, I didn't mean to. And we've spent about 2,500-dollar in ad grants. So that 2,500-dollar is not money that has come out of INSILC pockets. That's coming from the grant. And so we -- I'm going to extend this to see more. So the part of our website that gets the most traffic are our disability resources. So the page that outlines the information for the Centers for Independent Living, and it links to the disability finder,

that is the one that gets the most traction. The next, we have had 133 clicks on that. Awareness, which is an ad group that's dedicated to explaining what INSILC is, is about 69. And then the next category is advocacy, and that's about 40. And again, these are numbers of clicks. And then the next category is feedback, and that's where we get input from people with disabilities, and that is 3. So overall, it's a really small number of clicks, but the important thing is that we're trying to measure what our website is doing, who it is reaching, and establishing these baselines so that hopefully we can continue to grow from here, know where our areas of growth will be, and be able to measure all of that. So I'm scrolling down a little bit further. We're now looking at a table that says "Location and device performance."

on the left column, it lists a bunch of cities, which I will share. And then in the next column to the right, it's clicks, and then in the column after that is impressions. And then in the column after that is the click through rate. So the top list is Fort Meyers, which, that would be, that's definitely from our group that manages our ad group, so they're based out of Fort Meyers, and that's where a lot of the clicks are coming from. The next city down is Indianapolis. We have had 230 impressions, so that's sets of eyeballs that have seen it, and 34 clicks, and then a click through rate of 14.78. So that's pretty high in terms of people seeing the ad and then actually clicking it. The third highest city is Bloomington. We have had 9 clicks, 84 impressions, and a 10.7% click through rate. The next city is Fort Wayne, 7 clicks, 54 impressions and a click-through rate of 12.9%. And then the final city of the top 5 is Mitchell, Indiana. We have had 6 clicks, 16 impressions, and a click-through rate of 37.5%. All of that is to say that while the number of clicks and impressions are low, the click-through rate is high, which is good. That tells us that the

people who are seeing the ad and are clicking on it are interested and they're clicking into the ad that directs them to the website, they're following that link to our website, which is a good sign. It means that the ads are relevant to the people that the ads are finding. And that's pretty much everything I will share with the dashboard. So again, the take away here is that overall, it's not a lot of traffic, but we're going to continue to monitor this. One thing I will share -- I'm going to X out of this and go back to sharing the document -- is one thing to note about the Google grant is that we really hoped that we would have better ad performance to drive web traffic to our events, our Town Hall events. But unfortunately, there are compliance issues with the term, "town Hall." it gets flagged by the Google censors for lack of a better word as a social or political issue and so the ad grant is not allowed to advertise something that's a social or political issue. So we decided we don't want to change the name of the events. In the future, as we get more nimble with our advocacy work and are able to draw attention to legislative agendas through disability alliance and our own priorities that we're able to put out soon, hopefully that will lead to another group of ads that will perform well. The trick about the Google ad grant is that what's really important is that those ads find people who are putting in organic search terms, and so because people are generally speaking not aware of INSILC or what a statewide council is, they're not putting in terms that would lead them to us. So like I said, as we're able to offer more information and action items as it relates to advocacy, hopefully that will bring more people to our website who they don't need to be searching specific terms about Independent Living or searching specific terms about the statewide council or the statewide plan for Independent Living. That's why our resources page does so well. Because it's a common search

for people with disabilities to be looking for resources. And so hopefully as -- again, we have more to share as it relates to advocacy, when people are looking for opportunities to get involved, our website will come up and show itself to them. So that's kind of our long-term thinking on the Google grant. Any questions or comments? .

>> This is Dee, I just put it in the chat. But I know through social media, I've seen a lot of people using the term, public square.

>> KATY MYERS: Maybe we can try that.

>> Wonder if that might be an alternative.

>> KATY MYERS: Do you guys think it would be confusing to people who are aware of us if we switched our Town Halls to Squares?

>> Personally, I think it would be more in the lines of advocacy. When I think of Town Halls, I think of the politicians coming and doing their campaign spiels.

>> That's a good point, I agree with that, pretty much, Dee Ann.

>> KATY MYERS: Let me run that by our firm. And maybe the public square will get past the Google red flags. That's a good idea. Any more questions about that before I move on? Nope? Okay. All right, number 4 on the list of items on this document is strategic planning and potential rebrand. So at the last public meeting of the council in June, we approved a contract, or the council I should say approved a contract to be work with a firm to help us with some strategic planning. So the overall goal of that work is to create goals and metrics that INSILC will work towards that are independent of the state plan. So we want to make sure that as an organization, we have strong goals that can be measured around whether or not we're being effective, whether or not we're being leaders, around whether or not we're collaborating with other disability centric organizations around the state. And so of course those are all items that would be listed within a state plan, but those are also

critical to INSILC being effective as an organization. And so that's the overall objective of working with this strategic planning group. And so a couple of things that we're going to be working with them specifically, the first thing is we're going to create metrics that, like public metrics that we'll be accountable to, that again are independent of the bill, the state plan I should say. And then we're going to be working with them to refine the way we talk about ourselves. So you know, when we explain what INSILC is, it's very -- it can be very jargony, very technical. And we want to make sure that we get across the importance of the meaning around what Independent Living means. And what Independent Living network in Indiana does and why that's relevant to the person who might be listening. So we want to make sure that we are being as sophisticated and as -- I don't want to use the word efficient -- but that we are talking about ourselves in the best way possible, in the most accessible way possible. So we're going to be working on messaging and communication items. We're also going to be working with them about how to become more nimble when it comes to advocacy work. For example, INSILC has recently joined an alliance called the Indiana Disability Alliance. There's a group of 8 disability centered organizations that have come together around the idea of protecting and advancing home and community based services in Indiana. That alliance has a very narrow goal to only work on home and community based services. But there are other areas where we can make -- where we would like to make more progress legislatively. So we will work with our group to first of all get input from people with disabilities, and all of our stakeholders to know, okay, what are the things that we want to be working on at a legislative advocacy level. And then we will have an agenda that we can talk about, and a plan about how we can approach lawmakers and work with others to do

so. We also want to make sure that we are able to move quickly, so like for example, when the DOJ recently issued a memo about Olmstead, because that related to home and community based services, we issued a joint statement along with the Indiana Disability Alliance. but if something else were to come up, we want to quickly be able to respond to it. And know that our response is based in public input and it's tied to real advocacy actions. So again, we're not quite there yet. But we're working on putting the pieces in place on the back end, so as we go into this legislative session next year and beyond, we are more of a player in that space. And then finally, what we're going to be working with the strategic planners on is fundraising goals. So INSILC has a list of places where we can fundraise, but if you were to go around the state and find other places to fundraise from, those funders might fall in the cash areas for Centers for Independent Living. And it's important for us that we don't fundraise in a way that puts our centers in an awkward position of -- we don't want to be in competition for fundraising dollars with the centers. We want to be collaborative about it, so they're going to help us think through, you know, how we can make our bids, make our cases to the funders about why INSILC is worth while to fund. And how we can potentially share that revenue with the centers as much as possible. So that when we fundraise, it's not just for us, it's for the betterment of the entire network. So those are all of the elements that we're kind of thinking through as we're going through this strategic planning process. And then finally, we opened the conversation, and this is where I particularly would like some feedback from Dee and Kelly today, is working a potential rebrand of sorts of INSILC. So the first thing is, we have got to redesign our logo. Our logo is not accessible. The full name is in font that's so tiny, no one can read it. And so we need a different logo is what it comes down to. So

between the communications work and the logo work, again, we're not obviously our mission, our vision, our commitment to the Independent Living philosophy doesn't change. But how we visually present ourselves to folks, how we present ourselves to folks in terms of the rhetoric that we use, we are going to be looking at that.

So if you guys have any questions or comments about anything I have said so far, I would love to hear it.

>> This is Dee. I applaud you on doing the rebrand of the logo. I would say that the plan should be that this rebranding be done this cycle and not be done for a few more psychs, because that seems to be something that you're probably going to be called on the carpet for. That this seems to be a goal every time we turn around and that. So I think that it's a good move, but try to make it something that's going to stand for a while. Because otherwise, we get a lot of feedback. The other thing is, I want to go back to the advocacy issue. I applaud you for looking beyond just the home and community based services. They are important, but there are other disability related issues out there, and there's a broader community of people with disabilities that are not on Medicaid, and that also need programs and services.

>> KATY MYERS: Absolutely.

>> This is Kelly. So we're just redoing the logo, or the name and everything?

>> KATY MYERS: As far as I'm aware, it's just the logo.

>> Okay.

>> KATY MYERS: Do you have any thoughts beyond that?

>> No.

>> KATY MYERS: Yeah, I've worked at an organization before where the name didn't change, but the logo Mark did, and it's a lot of work. It's a lot of work to change a logo. I'm not necessarily looking forward to it. But it's important, because our logo is not

really acceptable the way it is. So we're going to see what we can see.

>> This is Dee again. I know one reason that the name changed and the logo changed just previously is to change the stigma and that. And I don't necessarily know that that changed the stigma. So I mean, so I think that we need to stop doing that type of thing, thinking that just because we change a name it's going to change something.

>> KATY MYERS: Yes, I don't think that -- the logo change is not meant to distance ourselves from any identity or reputation. It's strictly to make it legible. Okay. Any other questions? The next number on the list of items on the document reads, number 5, statewide marketing campaign. So we have heard loud and clear from the center directors that everyone in the network would like to do a statewide campaign about Independent Living and the Centers for Independent Living, letting people know that we are here, and we have resources to offer, information to offer, advocacy to offer. Realistically speaking, I would like, I personally would like to see this maybe implemented in the 2027-2030 state plan, and we'll have to see how the input goes to see if that shakes out or not.

It's something that INSILC intends on meeting and exploring regardless of whether or not it's explicitly listed in the next state plan. Realistically, we're not going to have -- we're going to want to get through our strategic planning process first. We have, you know, at this point, we are trying to make sure that we're doing a better job of meeting the obligations that we have as an organization, as a non-profit, independent of the state plan, in addition to making sure that we A, execute the current state plan, and then also, we're in the process of developing the next state plan. So we have the commitment to the project, we have the potential budget for the project. Realistically, we're not going to be able to make any market move towards that until

starting the conversations next year around, okay, what will the campaign actually be about? Is it going to be about just raising awareness for what Independent Living is? Is it going to be about raising awareness for what the centers are? Because that's a little bit different. How are we going to measure success? Because the reality is, we could spend \$1 million on media, and not really move the needle much in terms of total awareness. How are we going to measure that awareness? Because that's also something that's very technical and can be expensive. So those are all complex conversations that again, it's still on our list, we're still committed toward it. We're happy to put funds towards it. I just wanted to be clear with this group that it's not necessarily something that is going to -- that we're going to be able to get to within the next 12 months. So I wanted to kind of give an update on that.

>> This is Dee. And I know that it takes planning to get this in place. So I applaud you in thinking more 12 months out and that. I think it needs to look more like a reintroduction. As to what Independent Living is, and getting back on focus as to serving the community in that way.

in the '90s, we started out giving the messaging as to what it was, and we put it out there, and then it just seemed like the message died. I think we still need to go back and reintroduce it and make sure that people understand what it is.

>> KATY MYERS: Absolutely, yeah. And I mean the other thing is, again, it's going to take considerable resources. Because let's say that all of the centers agree on what the campaign should be about. Is it about explaining the philosophy? Is it highlighting the resources that are available? Is it about something else that I'm not thinking of? Let's assume that everyone agrees on what the campaign should say. The other work that's really hard gets into, okay, we have to set a base limit of what

do people know now so that we can show okay, did the campaign move the needle? So collecting that information, how we collect that information, who collects that information, all of it put together, again, it will take considerable resources. So we're still committed to it, but realistically speaking with everything else on our plate, it's not something that we're going to be able to open up and get into definitely until the new state plan is on the books.

>> This is Dee, and I think a big part of that is community engagement.

how do we engage the community? How do we engage all disability related organizations? How do we engage all types of people with all types of disabilities?

>> KATY MYERS: Absolutely. Okay. Anything else on the statewide marketing campaign? Okay. So on our document, on the list of items, number 6 reads, 15-minute comment period. And then underneath that, there's a bullet point that says, please see INSILC's policy. If anyone would like to see that, I'm happy to put that in the chat. So now we're going to open up the meeting for 15 minutes of public comment. So I'm going to stop sharing. If anyone would like to make a comment, please raise your hand and we will promote you to panel list so you can talk and we would love to hear what you have to say.

I will make a note to the attendees who are with us today. We are going to keep this public comment period open for the full 15 minutes, so if no one makes a comment, that's a-okay, but I just want to make you aware that if no one makes a comment, it's going to be kind of quiet for the next 15 minutes, and then the last item on the agenda is adjournment. Just so you know what we have coming up for the next 15-20 minutes.

>> Katy, this is Dee. And I want to take this on the public comment side. This event in September, I know -- isn't it being held in

conjunction with another event going on? And the question is, is there going to be a block of hotel rooms available at that hotel for people to stay overnight since it's being held until 7:30 in the evening?

>> KATY MYERS: Yes. We are a sponsor of the independence Indiana conference, which is a group of seven of the centers in the state. And the conference is on September 29th and September 30th. And there are hotel blocks for that event. I will email that to you when we're done, and our event is after, it's on day one. So September 29th. So it's in the same building, but a different room. And it will be after the conference programming has ended for the day.

>> Okay.

>> Dee Ann, this is Kelly. Actually on the 29th, after the conference and the Town Hall, or the public square, whatever you want to call it, is go to Noblesville, so if you can get to Noblesville, I can take you home Thursday night.

>> That would be a blessing, I might consider that.

>> Katy or Mike, are you there?

>> KATY MYERS: Yes.

>> MIKE FODDRILL: Yes, we're here.

>> I was going to see that Ramel Williams was on the screen?

>> MIKE FODDRILL: Yes.

>> Okay.

>> KATY MYERS: Okay, we have 1 minute left. So this is a last call for anyone that might want to make a public comment. And then we'll move to adjourn.

okay, I believe that is 15 minutes. So I will -- we don't really, we don't have a quorum, so we don't need to do a roll call vote to adjourn. So I'll just leave it open for any council members or public attendees to make any last comment, and if no one has anything, we can call it a day. Anything from anyone? Nope? Okay. well, you can always reach out to us via

the contact forum on our website or email info at Indiana INSILC.org, and we monitor those, and yeah, that's all I have for now. Thanks, everybody..

>> Bye.

>> KATY MYERS: Bye.