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>>>: Good morning. How are you?

>>>: I'm fine, did you see, did you see the email that, yes, I will do the report tomorrow?

>>>: Yes, I appreciate that.

>>>: Okay. Thank you.

>>>: I think Katy sent me the talking points.

>>>: She did.

>>>: Okay.

Great, we'll get started after 11:00, let some more folks join and we'll get going.

>>>: Thank you for coming to the meeting and we'll start a little bit after 11 so everybody can get signed on.

We'll get started a little bit after 11 so everybody can get signed on.

Waiting for meeting Please Standby. Amy, I see you in the chat. I will promote you to panelist.

Good morning, Amy, how are you?

>>>: Unable to unmute myself; other than that, good; how about you?

>>>: I'm good.

>>>: We'll wait couple more minutes to get started. I want to give the community a chance to get signed on and then we'll get going.

Waiting for meeting to begin.

It's now 11:02.

Waiting for meeting to begin.

Okay, I think we can probably go ahead and start. Thanks for coming to today's meeting of the Indiana Statewide Independent Living Council. And marketing and engagement committee. My name's Mike Foddrill. I'm the Executive Director -- sorry.

Checking voicemail to see if I have anything from the community members. We'll do a quick roll call for the day and then we'll get to the agenda. So, for our roll call for today, let's start with Dee Ann Hart, if you don't mind saying that you are present.

>>>: I'm present.

>>>: Thank you, Dee Ann.

>>>: Amy Luellen.

>>>: Present.

>>>: Thank you. And then Kelly Samson is not here. I don't see Kelly yet. Then Luis Roman? I don't think

Luis is on and Lexi Westerfield. If somebody joins, I will add them here in a minute. Let me go ahead and get going for the day.

So, couple of things, the first item on the agenda is a review of some of the upcoming events which includes the 2026 engagement activity report. And so, for this, I want to show you guys one of the web pages then we'll go through the numbers that are on the site too. So, I will share my screen with everybody. And Katy has done a nice job putting this page together for us. And I will describe what's on the screen for folks here too. Share what I got. If anybody has any questions in the meantime, please let me know. So this engagement activity report is a new page on our website, and it's got this typical sort of off-white INSILC background with INSILC logo on the top left and then a link about resources and the state plan and feedback, and calendar and contact.

Then, we've got a blue banner with engagement activity report October 2025 through September 2026, and then

under that, we have a roll that public input received as of 8/27, 2026. And there are 418 comments received. And we received those from 116 of the individuals at 21 events or meetings. And the top five comment topics that we received are, one, systems change, two is accessibility and accommodation. And three is community-based services. Four is transparency and responsiveness and number five is transportation.

Then also we received 115 survey response those have been received from 22 counties and then our next row is an event and meeting attendance am and in that same time period we had 507 people attend the events and meetings and the breakdown we had the council meeting attendance was 90. And our State Plan Committee meeting attendance is 41. And our marketing and engagement committee meeting attendance is 6. And our Townhall attendance is 211. And our virtual input forum attendance is 88.

That's from 17 different countries, then all other events the attendance was 71. Then the next row our screen is our community activities. And we had 559 people

engaged with INSILC at nine events and meetings and during that time period, 6 work groups total of 45.5 hours of work. We engaged in three system advocacy activities totaling 17.5 hours. And then underneath there is a spot where you can download the full fiscal year 2026 engagement activities report. And there is a link where you can get a PDF and link where you can get the Word document.

And then underneath is just the typical footers I had a sign up and stay in touch you can sign up for the newsletter here, and our phone number (844)466-7452 or email info at Indiana our and STE140 Indianapolis 46204. So, we'll get to some questions and comments then you want to see the report, at the bottom of the screen you can download the report. I will show you guys the text of that here, pretty much has everything that I mentioned. And previously on here there is an executive summary. I won't read through the whole report talks about the same numbers and then there is the event meeting attendance where it breaks down by each event. State plan

committee meetings and marketing and engagement committees the Townhall attendance. And virtual input forums. And other events what they are, list out the community activity, so you can see each one; how many groups we have there. I read that the summary---we want to make sure this is open to the public and everyone has access to this as well. Really cool that Katy had a chance to put this together, and it shows the effort we are putting into this. I will stop sharing my screen so I can keep a better eye on the meeting group here. Anybody have any questions on that? We'll take questions from the public at the end of our meeting.

But I want to know what you guys think of that. You can get to that page, if you go to the state plan page on our website and then scroll down on that, there is a link to the engagement report. That will bring up that engagement report website where you can download the full report. Our hope, between Katy and I, is to update that every month at the end of the month, each month. We'll get updated figures on that; we'll post at the top of the engagement page what the date span is so you can see

when it was last updated, really great to have these numbers in the data report, everywhere and going and what we are seeing, it's nice to have that in one page. We report to FSSA as part of the quarterly contract with them. We send them a report, and we have that public facing so people can see what we are doing, Lexi joined us as well. Good to see you.

>>>: Good to see you too. I am sorry I was late. I didn't realize I had to press okay. And I sat there waiting, "why isn't it starting?"

>>>: Sorry about that.

>>>: My bad, I should have paid closer attention.

>>>: Any questions about this engagement report or the new page on our website? Great yeah, I think it's a really nice for us to add for the public to see, pretty happy that's there for us now.

>>>: This is Dee. I'm glad to see we are getting a virtue of input as far as different advocacy areas.

>>>: Yeah, I think so, too. And Dee, it's not part of our agenda but if you go to the site I can actually -- I will show you guys. I will describe this for you Dee, so you can follow on here. I will share my screen one more time. It's

a good point about the advocacy areas, if folks want to see more detail on that, there is a feedback page that's been on our website. That's also got some revision here too. If you go and I will click on the feedback page at the top. And we have that same header at the top with the links and the share your opinion, then we have your voice matters section where we talk about why you want to get input, and it's for the state plan.

Then there is the 6 ways to get in touch with us always email me and submit a contact form and call the team, take the survey; attend a Townhall attend an input forum. There are links to that---- see public comment, you can see the public comment dashboard. But now, there is a live update here where you can see the total for that. And right here you can download, there is a link where you can download the comment data and the compiled data in a PDF form or the full Excel massive spreadsheet; if you want, there are summaries here. To your point, Dee mentioned the top five comments on here, you can see, folks can see you have raw numbers and accessibility and accommodations.

We had 37 comments---employment; we had 19 ten on healthcare and 43 on and home and community-based services; 14 on housing and ten on IL philosophy and 41 on INSILC outreach; 14 on public comment, and one about specifically about the SPIL goals and objectives and three about the cap and 84 systems change. And 36 on transparency and responsiveness, 37 on transportation and then nine in the categorized as “other” with another table showing meetings and events. Then there is a live table where you can actually go through the spreadsheet and see the comments. And so, it's actively on the site you don't have to download the actual document if you want. And but you can see the themes for that, they can see the comments summary and where you are action and response is. And then there is actually if you -- I will sorry I will scroll over here, if you scroll over on that comment you can link to the transcript for that, so folks want to see the PDF of the transcript of that meeting we can read the full transcript-- if they want to see the context of that or the full conversation or read the rest of the meeting that interest them, Katy made

some nice improvements to the page and folks could download the full PDF. We have been trying to make this as front phasing as we can. Dee Ann one of the things, the SPIL committee sort of the themes what we want to do with them, how to incorporate them with the SPIL, these comments being used for and projects that INSILC is working on we want to make this raw data available to the public as well so folks can see these. Couple of hands raised.

>>>: Lexi, you have your hand raised.

>>>: Yes. I do, I think it's interesting and from you, and kind of reading the numbers on how many comments we have gotten in certain categories. I think it really says a lot about your current climate especially when it comes to FSSA basically tap our top three being systems and change transparency and home and community-based services. There is so much up in the air about the waivers right now with waiver reset occurring and so many denials occurring. And right now, for people being re-accessed for the waiver. And it doesn't surprise me that data is where it's at. I think that just says a lot, it's really interesting, you know?

>>>: Uh-huh. Yeah. It's certainly seems to be top of mind of people making comments or come to the meetings, those things particularly the home and community based on services seems to be something that people are really motivated to talk about. I see some hands from the public; we'll have a public comment session at the end of the meeting today. So well get to that comment from the public then. So appreciate you guys coming today. I am going to stop sharing my screen.

>>>: Okay.

>>>: Excited to share that everybody here too, then want to move on to the next item on the agenda that's the Indianapolis Townhall. We are getting ready for that, we're getting down to the last few weeks of that event are that is scheduled for Tuesday, September 29th it is from 5-7:00 p.m., it's going to be at the Embassy Suites in Noblesville, it's the greater Indianapolis Townhall. We have couple of new exciting things, we are offering transportation assistance for that, if people need assistance getting a ride they can reach out to us----we are doing this with Z trip, with couple of other

transportation companies, to provide those rides. We're covering the cost of that, so folks need that to get up there, please let us know this will be the first Townhall that we streamed there will be a stream link that will be on the website and Facebook.

If you are not able to attend in person, you can watch it live. We'll have couple of leadership team, FSSA, to talk about the waiver reset; it should be a nice conversation. We have Kim Dodson from The Arc to facilitate that. We'll have probably about a 30-minute presentation from them -- with questions. And from Kim, and ready to talk about that. Then we'll do 30 minutes from the public on questions at that public has for that, then the other hour of that there will be a half hour before and half hour after the panel we have vendors in that area, I think we have about 15 vendors that are coming, community partners to talk about the programs. So, folks that are in-person can go around to meet the community partners and find out more about the programs, it should be a nice event. I know he was talking to Katy last week, I think we've got somewhere in the neighborhood of 50 plus already RSVP

you don't have to do that to come, I think we'll end up with more than that. We've got, according to Facebook, we are at almost 200 people interested. I am expecting to have a full room, it's a hot topic that we talked about ----- that's the number one thing that people are ready to chat about.

So, I think between the in-person and then the streaming, we'll have that option as well, which is great. And I think that's going to be really exciting and yes, we will have CART and ASL interpreting available for everybody who is in-person and online. So we have got that going as well to make it as accessible as possible. Should be---I think a really nice event. We have also contracted with Indigo, we are doing a marketing campaign on the open buses, which is the accessible transportation here in Marion County. We'll have wrap around on the Indigo, and as inside the bus those will be up two-weeks prior to the meeting----that will start next week. If you are in Marion County look for signs on the open buses; pretty cool thing for us to market. We're interested to see what the gain of that it is, you guys remember when we did the

Columbus Townhall in September of last year, as in the physical fixed route bus stops, like they were big like 6 or 7 feet tall -- kind of the station there where you wait for the bus? We had pretty good attendance in Columbus, now we have an opportunity to get them on open door, for folks with disabilities, really cool to see the outcome of that is--- to see if that's something that we can replicate at other events, Lexi you have your hand up?

>>>: I have to leave -- pretty early because I have -- I want to ask; I know typically in advance we're talking about our plan of where we are going to be----I know December is virtual--- all virtual Townhall. I'm curious what our plan is as far as location. Is Lake Porter County included in that?

>>>: Yeah, good question, we haven't announced full -- like -- plan for next year yet, but we are planning to go to Northwest Indiana as part of that. Hopefully, we'll announce the Public Meetings for all of next year and Townhalls as well and we'll have Northwest Indiana as part of that. I am getting a couple of texts, we have ASL folks that aren't able to turn their camera on. I am wondering if that is Heather and Anna in the chat or Stacy

perhaps. If you guys could put -- Heather raised their hand and hang on a second everybody. Stacy, are you one of our interpreters?

Yes, I will promote you to a panelist then you should be able to turn your camera on and then we'll get you set up really quick. Then Stacy, I will make you a co-host, so folks can pin you if they need to.

>>>: Okay. Thank you.

>>>: You're welcome.

>>>: Then is Anna our other interpreter?

>>>: Heather.

>>>: Heather, I will appropriate you as well.

>>>: We'll get you set up.

Heather you should be a co-host now as well, sorry about that everybody. But thanks for your patience. Back to the Townhall, pretty excited for this. And there is going to be more information on our website---you will see that, you can RSVP in all of our social pages we'll be pushing the social media pretty heavily here in the last couple of weeks so we can make the final push for that. But exciting to have that, again is September 29th from 5-7:00 p.m., at the Embassy Center. Any other

questions or comments on that?

>>>: Okay. This is in conjunction with the next item on the agenda; that's the Independent Indiana conference.

That is also at the same venue, which is the Embassy Suites in Noblesville, Indiana, September 29 and 30th, Tuesday and Wednesday. Our Townhall is in the evening of that event.

So, after the formal conference is done with the first day, then you have a break for an hour or so, then we start the townhall. So, we were able to get the conference attendees to come, we are assisting with promotion for that. There is more information on the website and social pages for that. Any comments or questions on that?

>>>: Okay. Great. I want to hit on the next item on the agenda, that's the Indiana disability alliance. You guys remember INSILC as part of this coalition with 7 other organizations, it's us and the Indiana -- and The Arc of Indiana, and Down Syndrome of Indiana and Autism Society of Indiana and family2family, and self-advocates of Indiana and Fuse, are all kind of the core group of that we are, kind of united to do two things; one is protect

home and community-based services and the other is prevent re-institutionalization those things have been coming up in the public discourse here, we are collectively promoting a rally to prohibit home and community based on services that's going to be on organization day, which is November 17, 11 a.m. at the Indiana state house, and we'll have a program, some speakers for that, and you can learn more and register for that at IndianaDisabilityAlliance.org.

And we'll do more promotions as we are getting closer to that. We are hoping to have a thousand people between the organizations at the event---should be a pretty exciting event--certainly for an important cause----all of us coming together with---we can get a lot of folks to give a lot of attention there. Organization day is a day all the legislators will be at the state house and we hope we can get some media attention and get the word on how the how home and community-based services are being threatened. We want your help in promoting and we'll get some material out for you. As soon as we get through the conference, at the end of September, we start pushing

heavily into the rally, so we can share some marketing materials that folks can get to their networks and groups-- --really excited to pull this together. It's a good step for INSILC, as far as advocating for change in the community. It's a great way to, I think, continue to build partnerships doing this with other organizations. And again, that's going to be organization day, that's November 17th, 11:00 a.m. at the state house. We'll have more to share here before too long.

>>>: This is Dee. Excuse me.

This is Dee Ann, I think it's good that we're getting some visibility early in the session. Seeing it's a budget year. We know that everybody is fighting for dollars. But I think we're fighting also for other issues.

>>>: I think that's right. It is right here to do that because it's budget year, if we need to advocate for more of these other issues that are extremely important as well. It's good, like you said. We're getting out there early to kind of establish kind of our name and is that right message now. So that way when we get more messaging out in the session, folks would have heard that already. It's like the second and third, fourth time it starts

to resonate. That's definitely something---I think it will be good. I agree with you, I am glad we are getting a head start on that. Other comments or questions on that?

Then the second to last item on the agenda that's the Google grant review. If you guys remember we have a grant, we use a company to help us manage this, where we get actually funding from Google to do promotions for our events. And for different social media posts and different Google click rates and click through. Then we meet with them every other month; we get an update on the performance of those measurables and I can tell you guys right now our ad click rate is 12.6%. And so that means that 12.6% of the people that are seeing information on INSILC or clicking on that's high above the industry standards is about 6% so we are at 12.6 more than double. What industry standards is and so really, what that means, in terms of actually like---what that does, the ads are relevant to people that click them, people that are seeing the ad are the people that are impacting by that, if you go, they want them clicking on it people are most interested in the resource page that's

what guess the most click that's clicks where the centers are listed that's where all the links for the ten centers for centers for independent liven Indiana that information is located there, that's going the most links and the event page is getting the second most those are the two things driving people to the site it's the resource page is at the top, good to see that. We have currently earned about \$35, 33,446 of the total value this year so that's the actual value of the money that we are getting from a Google for the ads.

So, we have got about that much value in ads. Then our company is helping us to maintain and continue to grow that. They are experts in things like search optimization phrasing, that's what kind of things get clicked or interest to people, that's something with the marketing. We are doing some things around the Townhall public meetings too, hopefully all of that stuff is more seen and more clicks. We'll get better attendance at the events, really in ads, to see the center page and the resources is what's getting the feedback. Any thoughts or questions on any of that?

Okay. Great. Then the last item on the agenda, for the day, update on our strategic planning process and we're actively creating a strategic plan now. Part of that plan is going to be voted on at tomorrow's INSILC council meeting. Once we have the strategic plan in place, the next step is to focus on marketing and communications and that team will do some things that are improving the visual brand and messaging so our actual logo may change a little bit to make it more readable. And some of the crafting of plan, tactical steps to strengthening the overall communication from having us having template documents for advocacy issues, to help us to strengthen social media and the message for what we do. You guys know kind of what INSILC does---it is complicated having somebody to help us to put that into bite-size marketing pieces that we can use to track folks. Whether we have people know about services or attracting people to serve on committees or work groups, having somebody from a professional marketing perspective to help us to do those things, help us to fix the logo things like that. It would be helpful as we move forward and the strategic plan that we

vote on tomorrow---kind of sets the stage for that.

So, I think they probably will engage this work group, kind of a lot over the next quarter or so. I think that the outcome of that could be great as we talk about ways to continue to market us and the network as a whole. Comments or questions or anything on that?

Okay. Then I think we can move the to comment section, public comment session of the meeting. So just remember, there is a reminder to please raise your hand, and keep comments constructive and we'll open the public comment for 15-minutes. Everybody can have about three minutes or so to comment. And I have got 11:32 on my time, we have couple of comments in the chat, in the Q&A, so I will answer these first then we'll get to anybody that has live comments.

Briana said---are all of these attendees' unique individuals, are they the same people being counted repeatedly? I think for this, and for that report, the

engagement report shows all the people as those are not unique individuals. So, the same individual could have attended multiple events, be counted each time, so that's a total number of attendees at each of the events somebody could have attended multiple events for that. Heather was asking about the ASL interpreter, I am glad that we had that taken care of. I think we answered all the questions in the Q&A.

So now, if anybody would like to make a public comment or ask a question, please raise your hand and I will turn on your microphone. We will keep this session of the meeting open for 15-minutes, so I think I said to be start at 11:32 on my clock, so we'll go until 11:47 on by my count.

11:47 by my count.

We have about ten more minutes left in the open comment session.

We have five minutes left in the open comment session.

Okay. I have 11:47 so we can go ahead and close the comment period for our engagement and outreach committee meeting for today. We have one more item

on the agenda---just to adjourn---to do that, we'll need a motion and second, but not a roll call vote. Dee or Amy, would you like to motion that we adjourn?

>>>: I will make the motion, this is Dee.

>>>: I will second.

>>>: That's all we need, thank you for coming, everybody. I think we'll see you in November.

>>>: Yes, Mike.

>>>: Thank you, everybody.

>>>: Bye.

>>>: Bye.