

Olmstead Consumer Taskforce Community Access Committee Meeting

Nov 12th, 2025

Attendees

- Joel Vander Molen (Chair); Andria Pooley (Staff Support); Laura Leise (Iowa HHS); Edward Esbeck; Megz Stroback; Ernie Geiger

Discussion Summary

1. Follow-Up from Previous Meeting: Video Project Proposal

Background: At the prior meeting, Ed raised the idea of developing a video to help explain the purpose of the Olmstead Task Force, the committees, and the work being done.

Discussion Highlights:

- Joel noted that the Executive Committee supported moving the idea to the next stage and gathering specific proposals.
- Megz asked for clarification and discussed making a video explaining the task force's purpose.
- Ed explained that different people may prefer various formats—videos, written explanations, etc.—and suggested the video could help reach more people.
- The group agreed that showing people what the task force does would help with recruitment and public understanding.
- Joel suggested adding the video to the Task Force website as a resource and recruitment tool.

Ideas for Video Structure:

- Megz suggested each subcommittee could create a short segment introducing themselves and sharing examples of past work.
 - Example: Community Access Committee could highlight the fairground accessibility assessment and include photos.
- Andria offered to help film or record interviews via Zoom and assemble materials, such as photos and graphics.
- Group agreed that participants should send photos (e.g., from the state fair accessibility project) to Andria.

- Megz suggested including Jessica, who participated in the project and enjoys acting/presenting; Andria will reach out to her.
- Ed proposed opening participation to the entire Community Access Committee or broader membership.

Agreement on Format:

- A short introductory video featuring Lisa and Joel covering:
 - Background on the Olmstead decision
 - Purpose of the Task Force
 - Overview of committees
- Followed by separate, shorter committee-specific videos (more digestible and easier for viewers to navigate).
- Aim to keep each video under 5 minutes, respecting viewer attention spans.

2. Next Steps for the Video Project

- Megz will locate and send photos to Andria.
- Andria will prepare a shared space for materials and begin drafting a plan for filming.
- Subcommittees will consider their preferred content and participants.
- Participation will be opened up to members who want to appear or contribute.
- Andria will follow up with Jessica.

3. Olmstead Plan Updates

- Laura was unable to attend, but shared the latest draft of the Olmstead Plan earlier in the afternoon.
- Andria will send the draft to the group ahead of Friday's meeting.
- The next Olmstead Plan Committee Meeting is scheduled for December 4.
- Members are encouraged to review the draft and submit feedback either:
 - During Friday's full task force meeting, or
 - At the final committee meeting before the plan enters finalization.

4. Community Access Committee Updates & Ideas

- Joel briefly stepped out but returned and supported the idea of keeping videos short.
- Megz suggested including updates on current projects, including:

- Ernie's work with Angela
 - Advocacy efforts and planning for future initiatives
- The group agreed that the video(s) can include both past accomplishments and current priorities.
- Megz noted that creating committee-specific videos may motivate members to attend meetings so they can participate.

Action Items

- **Megz** – Gather and send project photos to Andria.
- **Andria** – Prepare video planning materials, contact Jessica, and distribute Olmstead Plan draft.
- **Committee Members** – Review the Olmstead Plan draft and consider contributions to video content.
- **Joel & Lisa** – Draft talking points for the introductory video.