

MINUTES
2-1-1 Wisconsin Board Meeting
May 17, 2007

In Attendance

Bob Waite (Impact, Inc.)
Gina Frank (Department of Health & Family Services)
Steve Peterson (Wisconsin AIRS)
Michelle Hartness (Wood County First Call for Help)
Jim Hucke (Safe Haven)
Kathy Martinson (Dane County United Way)

By Telephone

Julie Grip (United Way 2-1-1 of Marathon Co.)
Susan Richards (United Way Fox Cities 2-1-1)
Deb Blackstone (Family Resource Center)
Mary Mundt Reckase (Great Rivers 2-1-1)
Amy Kretz (InfoLink Marinette)

Staff:

Eric Ostermann

Guests:

Lisa Clark (Brown County United Way)
Joe Plasterer (Starkweather & Associates)

1. The meeting was called to order at 12pm by Eric Ostermann.
2. The minutes from the April 19 meeting were approved (Peterson/Huycke).
3. Director and Officer Reports
 - A. Financials. Reckase reviewed the April financial statements. Call centers still need to be billed for November, December and January. Financials approved (Huycke/Hartness).
 - B. Phone Bills. Ostermann reviewed the process and sample invoice that will be used to process future phone bills. Request to sort the phone bills by county; will be looked into. Additional request to review additional phone charges being assessed to some of the original call centers. Ostermann to discuss with Rybarik. Members also discussed potential to coordinate advertising in the phone book. Recommendation to contact phone companies and provide common information to phone books through 211 Wisconsin, and to make sure 211 information is consistently placed in Wisconsin phone books. Ostermann to discuss with Rybarik.
 - C. Polk County. Request from Polk County to use Twin Cities 211 Center was reviewed. Motion to approve Twin Cities as the Polk County call center approved (Hartness/Huycke).
 - D. Call Center Service Area. Members discussed plans to cover all 72 counties. The service map included in the September 2006 Business Plan was amended as follows: (a) Forest, Vilas and Oneida Counties were assigned to Family Resource Connection in Rhinelander, (b) Langlade was assigned to Marinette InfoLink, (c) Lincoln will remain with Dane County until the end of the year and transitioned to Marathon at the end of the year pending approval of the Marathon County United Way Board. Approval to modify service coverage as described carried (Huycke/Hartness). Call centers will be notified of the status of routing changes to prepare for calls.
4. Information Items

- A. Starkweather Service Proposal. The board recognized the service proposal submitted by Joe Plasterer to the 211 Wisconsin Board. Members asked Joe to summarize the proposal. Plasterer reviewed his proposal, and responded to members' questions. It was suggested that elements of the proposal ought be reviewed and be coordinated with key outstanding issues in the business plan. Plasterer was asked to review proposal with Ostermann and report back at a future board meeting.
 - B. Wireless Update. Waite and Ostermann reported on other state models that were presented during the May AIRS conference. Both Indiana and Florida models were briefly discussed. Board suggestion was to coordinate wireless plans statewide.
 - C. Legislation. National Calling for 211 Act is still pending. No action or progress since last report. Members also discussed recent inquiry from Representative Vruwink's office. The initial contact was made to DHFS; Frank will work with Hartness to respond. In addition, board discussed the importance of contacting the Public Service Commission to report progress and discuss 211 Wisconsin status.
 - D. Brown County. Lisa Clark agreed to distribute update to Board due to limited time.
5. Committee Reports
- A. Database. Draft timeline and process for reviewing database finalists was reviewed with the board. Plans are to review and recommend a vendor to the board by the July meeting.
6. Other Business
- A. Grip referred board to email that Kelley had previously distributed referencing counties Marathon County could serve at the time.
 - B. Huycke reported on the successful completion of Safe Haven's AIRS accreditation. The board complemented Huycke and his staff for their hard work.
7. Adjourn. The meeting adjourned at 2:15pm (Hartness/Waite). Next meeting is Thursday, July 19 at 12pm.

Respectfully Submitted by:
Eric Ostermann
July 19, 2007