

## MINUTES

2-1-1 Wisconsin Board Meeting

April 19, 2007

10:30 AM – 12:15 PM

### In Attendance

Rose Mary Boesen (Great Rivers 2-1-1)  
Emily Cusic (United Way of Wisconsin)  
Mike Davis (Impact, Inc.)  
Gina Frank (Department of Health & Family Services)  
Amy Kretz (Tri-City Area United Way/InfoLink Marinette)  
Mary Mundt Reckase (Great Rivers 2-1-1)  
Susan Richards (United Way Fox Cities 2-1-1) - telephone

### By Telephone

Joanne Kelly (United Way 2-1-1 of Marathon Co.)  
Lisa McLean (MHA, 2-1-1 Waukesha)  
Steve Peterson (Wisconsin AIRS)

### Staff:

Eric Ostermann

### Guests:

Lisa Clark (Brown County United Way), Adam Hardy (BCUW), Grett Hetue (BCUW), Rose O'Hara (Tri-City Area United Way/InfoLink Marinette), Joe Plasterer (Starkweather & Associates), Brian Wagner (DHFS)

1. The meeting was called to order at 10:25 am by Eric Ostermann.
2. The minutes from the March 15 meeting were approved (Frank/Richards).
3. Ostermann welcomed Gina Frank. Gina is the Administrator for the Division of Management and Technology at DHFS, and is representing Secretary Kevin Hayden as the Department's board appointment.
4. Executive Directors' Report:
  - Participating on monthly State 2-1-1 Directors' Conference Call
  - Standing meetings will be held bimonthly on the third Thursday from 12-3 pm starting in May
  - Shared Workplan update (see attached)
  - Surveyed Call Centers to verify coverage area based on the the business plan. Kelly voiced concern that they wouldn't have the capacity and resources to be able to expand to additional counties. The board discussed whether or not to move towards coverage as described in the business plan, as opposed to current coverage. Members agreed it would be better to arrange coverage in the state based on long-term plans and to begin working towards the system outlined in the business plan. The item was tabled to allow time for Ostermann to contact all the Call Centers. By the May board meeting, Ostermann will contact all Call Centers and ask them to approve the counties they will provide 2-1-1 service to in order to take action on the new coverage map at the next meeting.
5. Treasurer's Report:
  - Mundt Reckase shared the 2006 and First Quarter 2007 financials. Mundt Reckase and Ostermann will discuss financials monthly and share bimonthly financials with the board at each meeting. The board voted to accept the 06-07 financials (Boesen/Frank).
6. Ostermann is in the process of developing the 2008 Budget. Pentony was successful in securing funds for Ostermann to attend the AIRS conference in Florida.
7. The United Way of Greater Duluth submitted a written request to provide 2-1-1 coverage to Douglas County. It was reported United Way's First Call 2-1-1, who was originally approved to serve Douglas

County, has no objection to this change. Mundt Reckase moved and Boesen seconded to approve the request pending Duluth's signing of the provider agreement. Ostermann will work with Cusic to ensure the provider agreement is current.

8. In addition, the Polk County has requested that they be served by the Greater Twin Cities United Way 2-1-1. Ostermann will invite them submit the request to the board in writing for review and action at the next board meeting.
9. Kelly reported recommendations from the Nominating Committee to nominate the existing officer for re-election for one more year (until March 2008), at which time it was recommended that the bylaws be changed to allow for governance restructuring, an officer succession plan and term limits. The board accepted the recommendations of the Nominating Committee (Kelly/Richards).
10. There is an outstanding amount due on our Verizon and SBC telephone bill. Waite will email a detailed description of the charges. Ostermann divided the amount due among the Call Centers and sent out invoices last week. Call Centers agreed to share the responsibility of paying these bills and send payment to Ostermann (Kretz/Richards).
11. Brown County United Way reported the following progress:
  - Service hours of 8 AM – 5 PM, M- F
  - After hours service will be provided by Impact, Inc.
  - They've added necessary phone lines and established an 800 line
  - 2 staff have tested for certification
  - Awaiting programming of the switch to direct calls to Brown County
  - Press release and public kick off of 2-1-1 on June 6
  - Shared marketing plan
12. The meeting was adjourned at 12:15 PM (Kretz/Frank). The next meeting is scheduled for May 17 at 12:00 PM – 3:00 PM.

Respectfully Submitted by:  
Emily Cusic, Secretary  
April 19, 2007