

MINUTES
2-1-1 Wisconsin Board Meeting
July 19, 2007
12:00 – 2:50 PM

In Attendance

Deb Blackstone (Northwoods 2-1-1)
Lisa Clark (Brown County United Way 2-1-1)
Emily Cusic (United Way of Wisconsin)
Mike Davis (Impact, Inc.)
Gina Frank (Department of Health & Family Services)
Michelle Hartness (Wood County 2-1-1)
Joanne Kelly (United Way 2-1-1 of Marathon Co.)
Kathy Martinson (United Way of Dane County 2-1-1)
Lisa McLean (MHA, 2-1-1 Waukesha)
Steve Pederson (WI AIRS)
Susan Richards (United Way Fox Cities 2-1-1) - telephone
Brian Rybarik (WSTA)

By Telephone

Amy Kretz (Tri-City Area United Way/InfoLink Marinette)
Mary Mundt Reckase (Great Rivers 2-1-1)

Staff:

Eric Ostermann

Guests:

Diane Allgood (Northwoods 2-1-1), Larry Baeder & Brian Lodahl (ATT Wisconsin), Bob (DOA), Joe Plasterer (Starkweather & Associates), Peter Rafferty (5-1-1), Brian Wagner (DHFS)

1. The meeting was called to order at 12:05 PM by Mike Davis.
2. The minutes from the May 17 meeting were approved (Richards/Hartness).
3. Rybarik reported on a meeting that he, Davis and Ostermann attended with the PSC regarding our temporary order. Outstanding issues to be resolved include wireless and pay phone access. Rybarik will draft a 2-1-1 WI petition to file for permanent status with the PSC for review by Ostermann and distribute to the full board for approval.
4. Treasurer's Report – Reviewed balance sheet and profit/loss sheet. Ostermann has submitted expenses to date to DHFS and will be submitting monthly. Motion to except the Treasurer's Report as submitted (Hartness/Kelly).
5. Executive Director's Report
 - Wireless Coverage: Ostermann is compiling contact list of the estimated 17 sellers and resellers of wireless service in WI (currently has contact info for top 5 companies, covering 25% of the state). Once he has contact info for the top 7 companies, he'll draft a communication requesting wireless providers to translate 2-1-1 service. Issue of whether it is tower (where caller is when call placed) or switch based translation (caller's area code); will affect which center the call is routed to.
 - Routing Table Changes: Updated on paper based on coverage map in business plan. Will submit and request changes by made by August.
 - Database Selection: ResourceHouse is developing a demo with dummy data and two other products plan to develop demos within the next month. Ostermann will send out links to the demo sites as well as surveys for board members (and constituents) to evaluate the demos.

- Governance Structure – nominating committee will meet before the September meeting to make a recommendation of how to proceed with changes to the governance structure.
 - 2008 Budget – should include resources needed to explore and advance work with Badgernet and Data Center, insurance, contracted expenses. Needs to be completed as soon as possible so that Call Centers can budget for expenses.
 - The Starkweather & Associates proposal was discussed. The 2-1-1 WI board voted to direct Ostermann and Plasterer to draft a job description and 17 month contract for Joe Plasterer of Starkweather & Associates, to be entered into, pending available funding, for the purpose developing, directing and managing the technical infrastructure and relationships necessary to ensure statewide access to 2-1-1 in WI (Kelly/Martinson). Once drafted, these documents will be distributed for board review and comment. Wagner will explore potential funding considerations for 2008 budget with Mueller.
6. DOT/DET Report – Bob described Badgernet, the State’s IP network, and Data Center, both of which could be possible solutions for providing efficient, flexible and redundant 2-1-1 service throughout the state. ATT is currently developing a VOIP product for BadgerNet. The Data Center has multiple options for hosting high quality data storage, backup and redundancy for the statewide database. The two 2-1-1 Call Centers who currently use VOIP for calls outlined advantages and disadvantages as experienced. Has higher potential for interface between caller data and database. Mueller will share with Oscar Anderson that the board expressed interest in learning more about options presented by BadgerNet and state Data Center and further explore feasibility of using them as a platform for 2-1-1 Wisconsin. Ostermann will work with Wagner to explore concept model/options, vision, benefits to 2-1-1 WI system, budget and resources, benefits to providers and customer.
7. Ostermann reported on a meeting with representatives from ADRC to consider opportunities to work together, share policies and protocols related to information management. There are good examples of collaboration in pockets across the state but no statewide protocols. Priority issues for consideration include level of taxonomy used, inclusion/exclusion policy, data entry of regional, state and national data and keyword application. Wagner and Mueller will setup a meeting between Carl Nelson (contractor for ADRC) and 2-3 data managers from 2-1-1 Call Centers (proposed Amanda, Jill, Rose) to work towards agreement on above issues. Directors of staff proposed to represent 2-1-1 WI will follow-up with Ostermann to let him know who will participate in the meeting. For September agenda, include report on drafting an umbrella MOU between 2-1-1 WI and ADRC. Wagner will research existing MOUs between statewide 2-1-1 and ADRC to use to create the draft MOU.
8. Other business
- Taxonomy Committee has completed taxonomy customization.
 - WI AIRS Annual Conference is scheduled for Sept 13-14 in Appleton.
9. The meeting was adjourned at 2:51 PM (Kelly/Davis). The next board meeting is scheduled for September 20 from 12:00 – 3:00 PM.

Respectfully Submitted by:
Emily Cusic, Secretary
July 24, 2007