

WisconsinAIRS Board Meeting
April 17, 2009
Held at the Waupaca Ale House, Waupaca, WI

Present: Ginger Ayres, Teresa Halverson, Janell Keeter, Valeree Lecey, Rose O'Hara, Matricia Patterson, Steve Peterson, Ruth Rotramel, Julie Seeman, Lynn Scheinoha, Diane Strong, Barbara Wien

Not Present: Amanda Behling, Devon Christianson, Lisa Clark, Jayne Mullins

I. **Welcome and introductions:** President Matricia Patterson welcomed everyone and time was taken to go around the table for brief introductions.

II. **Secretary's Report (Teresa Halverson):**

A. Teresa shared copies of the February 10, 2009 Board Meeting Minutes with all members present.

- *Ginger Ayres moved to accept the February 10, 2009 meeting minutes as written. Janell Keeter seconded the motion and it passed.*

III. **Treasurer's Report (Lynn Scheinoha):**

A. Lynn provided copies of the Expense Report showing all accounts from January 1, 2009 through April 16, 2009. She also provided copies of the US Bank Statement and the WisconsinAIRS checkbook ledger (to substantiate that the amounts were the same).

B. Lynn responded to questions from the February 10th Board meeting:

- The date on the Expense Report has been corrected (from 2008 to 2009),
- The listing for Conference Fees indicated on the February 10th Expense Report was income, and
- The Total Conference Cost listed on the February report was the final amount.

C. Lynn also noted that on the last report there was an expense listed as \$25.00 for a gift certificate for Carrie Kroetz to thank her for her work with the conference registration. This amount was inaccurate and the report has been changed to reflect the correct amount of \$20.00.

D. Financial activity since January 1, 2009 includes:

- Payment of Mary Pierce's deposit,
- Payment of the deposit for the Kalahari,
- Payment of the WisLine bill,
- Payment to AgeAdvantage for the cost of Jayne Mullin's attendance at the 2008 AIRS Affiliate Council meeting, and
- Income from membership dues (sent quarterly by AIRS).

E. Our balance as of April 16, 2009 is \$28,398.35.

F. Lynn noted that we are currently out of checks. She has ordered them but has not yet received them. She has tried to contact Alice Henry to see if they are in our post office box in Milwaukee. This has resulted in the following bills being received, but not yet paid (they are not past due and Lynn will ensure that they are paid by the due dates):

- Our liability insurance bill and
- Our Web site bill from Idea Center (Lynn noted that since the Web site hosting switched from Onalaska Web to the Idea Center the bills have gone to the post office box rather than to her directly so she does not

have a current bill from them at this time. Lynn will contact Pat at the Idea Center to let her know about the reason for delays with mailings and will ensure that we are in good standing with them. It was decided to continue to have them send the bills to the post office box at this time.)

a) ***There was a brief discussion about the use of the post office box and difficulties in ensuring that the mail gets distributed to the appropriate person in a timely fashion.*** It was noted that we need to have the post office box to ensure continuity with WisconsinAIRS correspondence. To have a WisconsinAIRS Board member receive mail would require changing the mailing address each time the responsible member left the Board. In the past this has resulted in important mail not being received by the Board. It was also noted that Alice Henry does a fine service by picking up the mail for us and forwarding it. ***It was decided that Steven Peterson or Matricia Patterson would work with Alice Henry to have a duplicate key made for our Post Office Box and one of them would be a back up for checking and forwarding mail.***

G. The following In-Kind services to WisconsinAIRS were noted:

- Use of the Waupaca Ale Room on April 17, 2009 for the WisconsinAIRS Board meeting at no charge and
- Use of the Kalahari Resort at no charge for the upcoming WisconsinAIRS Board meeting on July 10, 2009.

H. Lynn Scheinoha noted that she is working to ensure that her work is organized and could be transferred to another person. There is a possibility that her job will be changing at the end of the year and she would no longer be on the WisconsinAIRS Board. This is currently only a possibility, there has been no definite decision about this.

- *Teresa Halverson moved to accept the Treasurer's Report and Rose O'Hara seconded the motion. The motion passed.*

IV. President's Report (Matricia Patterson):

A. Matricia Patterson reported that the following contracts have been signed on behalf of WisconsinAIRS:

- A contract with Mary Pierce to provide the keynote speech and a workshop at the 2009 WisconsinAIRS Conference,
- A contract with the Kalahari Resort in Wisconsin Dells to provide the site and accommodations for the 2009 WisconsinAIRS Conference, and
- A contract with the Waupaca Ale House to provide the site and accommodations for the meeting room.

V. AIRS Affiliate Council Discussion

A. Ginger Ayres noted that Jayne Mullins did send the minutes from the last AIRS Affiliate Council meeting to her for inclusion in the newsletter. Ginger will contact Jayne to request that she send the minutes to each of the WisconsinAIRS Board members.

B. Jayne Mullins employer, G Waar, has agreed to send her to the 2009 AIRS Conference. She will also attend the AIRS Affiliate Council meeting generally held the day before the conference (the costs associated with attending the Affiliate Council meeting will be covered by WisconsinAIRS).

VI. 2-1-1 Wisconsin Board Meeting Report (Steven Peterson):

- A. Steve Peterson noted that he attended the last 2-1-1 Wisconsin Board meeting via phone and has not yet received the written report from that meeting.
- B. Steve shared copies of the 2-1-1 Wisconsin, Inc. Board members and officers. He noted that he is currently the President of the 2-1-1 Board. He agreed to this position for one more year and will then rotate off as president, but continue to serve on the 2-1-1 Wisconsin Board until his term on the WisconsinAIRS Board ends (in the fall of 2011). In the Fall of 2011, when Steve's term with WisconsinAIRS Board ends, WisconsinAIRS will appoint a new representative to the 2-1-1 Wisconsin Board.
- C. Steve Peterson noted that Mary Mundt Reckase (Great Rivers 2-1-1) and Bob Waite (Impact, Inc.) are on the 2-1-1 Wisconsin Board of Directors and also serve as Co-Chairs on the 2-1-1 Affiliate Council.
- D. The status of the 2-1-1 Acts in the Senate and the House is better this year (with more support) however there is currently still not enough support to pass either act. Steve noted that it is important for people to contact their senators and representatives to urge them to support the 2-1-1 legislation. He also provided written copies of information including talking points and sample scripts which could be used by individuals to advocate for the 2-1-1 Act with their legislator's.
- E. Steve Peterson, Eric Ostermann, and Mike Davis met with Governor Doyle's office to discuss the use of some stimulus money to support 2-1-1 Wisconsin. At that meeting there was some talk of using the 2-1-1 system in some way to track the stimulus money in Wisconsin as that process rolls out.
- F. The current financial concerns for 2-1-1 Wisconsin are the need to purchase the software (Refer) which will support the statewide database and the cost of supporting the telephone technology needed for compatible statewide use. There also continue to be concerns about the financial stability of this organization.
- G. In addition to working federally and at the state level for government support and funding, 2-1-1 Wisconsin is seeking other funding opportunities. They are exploring funding from foundations (such as the Johnson Foundation) and there may also be some funding from VOAD in connection to the 2-1-1 role in disaster response and the assistance this can provide for the VOAD workers during disasters.
- H. Some changes in the call center coverage may be occurring, including:
- 2-1-1 Info Link in Marinette has requested that 2-1-1 United Way Brown County take over coverage for Door and Kewaunee Counties, and
 - Call Center coverage for Lincoln County may switch from 2-1-1 Dane County to 2-1-1 Family Resource Connection in Oneida County.
 - These changes are dependent on financing issues.
- I. There are currently thirteen Call Centers serving Wisconsin (two of the Call Centers are located in Minnesota). The question of how many are accredited with AIRS was asked. Steve Peterson can get this information and provide it to the Board. Rose O'Hara noted that 2-1-1 Info Link is prepared for the AIRS site visit and so have nearly completed the accreditation process. Teresa Halverson noted that Great Rivers 2-1-1 has sent in the accreditation application packet and, therefore, have begun the process. The cost of accreditation is very high and this was noted as a difficulty for agencies.

VII. Membership Committee Report:

A. The Membership Committee needs to meet. The committee currently includes Rose O'Hara, Diane Strong, Steven Peterson, Teresa Halverson, and Jayne Mullins (who is also the Chair).

- Matricia Patterson will contact Jayne Mullins regarding setting up a meeting. It was noted that WisconsinAIRS has the WisLine account to support committee meetings via phone. Diane Strong will email the phone number to call to set up a meeting via the WisLine to all Board members.

VIII. Communication Committee (Ginger Ayres):

A. The Spring Newsletter is coming up. The deadline to submit Web sites and articles is April 30th and the issue will be distributed mid-May. Articles discussed for inclusion were:

- President's message – Matricia Patterson
- 2-1-1 Wisconsin news – Steve Peterson
- 2009 WisconsinAIRS Conference information – Conference Committee (may-be Julie Seeman)
- AIRS Affiliates Council news – Jayne Mullins (may-be)
- An article on Greater Wisconsin Agency on Aging Resources (GWAAR) – Valeree Lecey
- An article on BadgerCare Plus Core – Diane Strong
- An article on Disability Benefits Specialists and Elderly Benefits Specialists – Ginger Ayres may have a person to submit this.
- An article on the Wisconsin Cancer Reporting System – it is uncertain who would contribute this.
- An article on "Putting ICE on Your Cell Phone", which is using ICE (In Case of Emergency) to identify the number or numbers on your cell phone who are your specific emergency contact persons – Ginger Ayres may have a person to submit this.
- An article on recycling old cell phones for use with emergency services (a cell phone with power can be used to call 9-1-1 in emergencies even if it does not have any other service or information stored in it). There are programs which use people's old phones in this way. Julie Seeman may contribute this.
- An article related to the current economic issues and how they affect our work and our consumers. Matricia will ask Bob Waite to contribute something.

B. Web site – there are some changes that need to be made such as removing the 2008 Study Group schedule and a wrong phone number for the conference. There was no report on the Web site, however, it was suggested that Jayne Mullins is having some difficulty in contacting or getting a response from the Idea Center to make changes. Teresa Halverson will contact Jayne regarding this issue and provide any contact information needed for the Idea Center.

IX. Conference Committee (Julie Seeman):

A. A draft of the WisconsinAIRS 2009 Conference registration form was shared. Discussion comments included:

- The session order may change.
- They are still looking to fill two sessions. The last two sessions should be finalized by the end of May. Suggestions included:
 - a) Workshops on children and youth with special health care needs and/or autism. It was suggested that if there were two

workshops, one on each of these topics, that they be offered in different time slots so that professionals working in the area of children with disabilities would be able to attend both.

- b) Assisting military families.
- c) Working with crisis callers.
- d) Preparing for disasters/emergencies.
- e) Elder abuse.
- The Ethics and Boundaries workshops were split offering one part each day (as we did last year). This is preferred by the presenter and is also a way to keep conference attendees at the conference for the full two days.
- Could offer bowling and/or Duck rides for fun evening activities.
- The costs listed are final.
- Carrie Kroetz with GWAAR will process the registrations again this year.
- The scholarship deadline date has been set and is situated so that if an applicant does not get a scholarship they will have time to register at the early bird rate.
- This is the 30th Anniversary of the WisconsinAIRS Conference. Barb Wien and Julie Seeman are looking through our past information and records to see what may be used as part of the 30th anniversary acknowledgement.
- We may lose some attendance due to the ADRC Conference which is less expensive and offered a month before us.
- The workshop rooms are \$175 plus any extras needed (overheads or other technology, etc.).
- There are up to 15 available spaces for the Vendor fair. Jayne and Valeree are working on this and hope to include organizations with good information of interest for I & R/A workers, such as Alzheimer's Association or other state organizations.
- Sleeping rooms will be charged at the State rate.
- WisconsinAIRS Board members will be asked to serve as session moderators (as has been done in the past).

X. Nominations Committee (Diane Strong):

A. The nominations committee met via conference call. This committee is currently working on development of the welcome and orientation of new WisconsinAIRS Board members.

- Matricia Patterson is drafting a welcome letter.
- Ginger Ayres is creating the listing of materials that will be included in the binders provided to each new Board member (this will include things like the By-laws, information on accessing the Web site and joining the WisconsinAIRS Board ListServe, and other pertinent information).
- Valeree is working on creating a quick reference binder or packet that will be provided along with the full binder to each new Board member. She is also developing a timeline for the orientation of new members.
- The next meeting will include a discussion of who is leaving and suggestions for new Board members.

XI. Study Group Workgroup:

- A. There are no current changes to the schedule. There will be a study group in La Crosse on July 27, 2009 with the testing on August 18, 2009 (guides and proctors have yet to be set) and there is consideration of providing a study group and testing in northern Wisconsin at some point in 2009.
- B. Barb Wien will proctor the exam at the 2009 WisconsinAIRS Conference.
- C. The Proctor for the exam at the ADRC Conference has not yet been determined.
- D. Discussion regarding issues of concern to the Study Group workgroup included the following points:
 - The evaluations are indicating that people would like to see less of the time spent on the history of AIRS and WisconsinAIRS and more time devoted to the exam itself (materials and potential questions). The Study Group workgroup will be meeting at the 2009 WisconsinAIRS Conference to discuss the evaluations and make adjustments in the study group presentation that would address concerns of the evaluators.
 - There were twenty-eight participants at the Waukesha Study Group. This was too many people to provide effective discussion and interaction. There was a definite need for two or more presenters.
 - The updated PowerPoint presentation was better; flowed more logically and worked well with the time allowed.
 - Someone from this group will provide Ginger Ayres with any information regarding 2009 Study Group and testing opportunities by April 30, 2009 so that she can include the information in the next newsletter.
 - It may be possible in the next couple of years to provide a workshop at AIRS about the development and presentation of certification study groups. Currently WisconsinAIRS is the only affiliate doing this (as far as we know).
 - We could also request another evaluation at the time of the test. Those who take the test and also attended a study group could complete a brief survey just after they complete the test. This could provide some information about the value to members when it is most timely for them to respond to this question.

XII. Miscellaneous Business:

- A. Use of the inter-library loan program to provide the ABC's of I & R to WisconsinAIRS members:
 - Julie Seeman will retrieve the book from Jayne Mullins and then she can put it into the system. Steve Peterson will also put a copy of the 2008 ABC's of I & R into the system via the Milwaukee library.
- B. The request to cover a portion of the cost for Maurine Strickland to attend the 2009 AIRS Conference has been retracted.
- C. Discussion regarding Board meetings; points of discussion included:
 - Mileage budgets at individual agencies may be an issue, especially as times are tight.
 - a) The WisconsinAIRS By-Laws state that the Board must meet three times each year. It does not specify that the meetings must be in-person. The Board currently meets four times each year.
 - b) Is it difficult for new Board members to enter into discussion via phone conference meetings? Some on the Board thought this

would not pose a problem and others felt that it would be an issue for new people.

(1) If one or more of the meetings were done as a phone conference it was suggested that it not be the winter meeting which is the first full meeting after new Board members are elected.

(2) It was also suggested that with the WisconsinAIRS Board Binder, the Quick Reference materials, and better orientation provided to new members phone conference meetings not be as much of a difficulty for new members.

c) Could we reimburse WisconsinAIRS Board members for mileage? Discussion revealed that a reimbursement to members for the current meeting would be at least \$1600.00. This is too great a cost for the WisconsinAIRS to take on.

d) There was discussion about the use of "Go-To Meetings" which are held via the internet. Participants need to have a computer with access to the internet, a speaker, and a microphone.

e) Could we ensure that we do not have more than our current three meetings throughout the year and one meeting held just after the Conference and for those who cannot drive to the meeting have the equipment available for them to join in over the phone? Steve Peterson will look into the cost to purchase the equipment to support this. It was noted that the By-laws are silent about participation via phone speaker, meaning that this is a possible alternative to in-person attendance.

f) Could we change our current tradition of four meetings per year to three meetings per year? This is in accordance with the By-laws. This would mean one meeting to be held at the end of the Conference and only two more each year requiring travel (October, March, and July).

(1) To ensure the most productivity at the meeting held just after the Conference it was suggested that we use the last workshop time during the conference to provide the orientation for new Board members. Although in some cases this may be an issue because this is also the time the second part of the Ethics and Boundaries is offered it was decided to try it this year.

(2) We would also move this meeting to 12 Noon.

(3) Changing to three meetings each year will mean that more work will be done by committees and that committees will need to communicate and share their meeting minutes with the Board via email or ListServe. (It was suggested that we have Jayne Mullins provide instruction/review for the Board members on how to use the ListServe. Matricia Patterson will contact Jayne to have her prepare this brief training.)

- **The WisconsinAIRS Board decided to meet three times each year (October, March, and July). They will call special meetings (using the WisLine if needed) if necessary.**

XIII. WisconsinAIRS Strategy Session (Ginger Ayres):

A. Ginger Ayres led the Board members in an exercise to identify areas for WisconsinAIRS to focus on in future planning. Each Board member was asked to identify three things they felt WisconsinAIRS should work on. They then crossed out two. From this a list of ideas was developed. The list included:

- Develop an Education Committee
- Outreach and PR to specialized I & R's in Wisconsin
- Make a greater effort to recruit members in different service areas
- Offer scholarships to two Board Members to attend the national AIRS conference (this would be an incentive for people to serve on the WisconsinAIRS Board)
- Create an outreach plan to bring WisconsinAIRS benefits to individual agencies; include one-on-one visits
- Gather I & R/A statistics statewide which would identify areas of greatest need, unmet needs, and other information which could be used to inform our work and to advocate at a system, state, and national level
- Assist I & R/A professionals with continuing education after certification
- Get the word out about us and what we do
- Advocacy (for the profession including for 2-1-1 funding) this could be related to the point about gathering statistics
- Train a person to be the back-up representative on the AIRS Affiliate Council
- Develop a plan with a timeline to recruit new members

B. Ginger Ayres will write up these ideas and the Board will discuss the action steps needed at the next meeting.

XIV. Current issue regarding compliance with WisconsinAIRS By-laws.

A. The WisconsinAIRS By-laws currently state that no agency can have more than two people serving on the WisconsinAIRS Board at any time. Due to the Area Agencies on Aging combining to become Greater Wisconsin Agency on Aging Resources (GWAAR) the WisconsinAIRS Board now has three representatives from this agency on the Board.

B. It was clearly noted that this was an unforeseen situation and there is no person or entity to blame. At the time that the three Board members were elected they each served at different agencies and their elections were appropriate and in compliance with the By-laws.

C. The Board members affected by this change are; Janell Keeter, Valeree Lecey, and Jayne Mullins. Janell and Valeree expressed their understanding of the dilemma and their willingness to accept whatever decision the Board made to resolve the situation. They also stated that Jayne Mullins had asked them to share her willingness to accept the Board's decision.

D. The WisconsinAIRS Board identified six options:

- Change the By-laws to allow three members from an agency to serve on the Board
- Keep all three as Board members until their terms run out (Valeree and Janell will finish their first terms in 2011 and Jayne will finish her second term in 2011), but do not change the By-laws
- Identify two of the three to stay on the Board based on seniority
- Identify one of the three to leave the Board based on seniority (the person who has served the longest would be the person to leave)
- Identify two of the three to stay by drawing names out of a hat

- Designate one of the three to serve as a Special Advisor to the Board (would not be a Board Member and would not vote on issues, but could continue to participate in the meetings); it was noted that this person could not be Jayne Mullins since she is also on the Executive Committee

E. The Board members will consider these options and will revisit the issue at the July, 2009 Board meeting.

XV. Purchase of a New Printer and Accounting Program

A. Lynn Scheinoha noted that our current printer has a broken piece. To replace the piece would be about \$44.00. She suggested that we purchase a new printer which she had priced for about \$74.00.

B. It was also suggested that we consider purchasing a new software program for our financial accounting. The current program is not ideal; it is hard to correct errors and it was designed for household accounting rather than business accounting so it is not the best match for our work. QuickBook was suggested as a good program to consider.

- ***Ginger Ayres moved to approve the purchase of a new printer and to allow Lynn Scheinoha to also purchase a new accounting software program if she so chooses with an expenditure allotment of \$300.00. Ruth Rotramel seconded the motion and it passed.***
- If \$300.00 is not enough money for these purchases, Lynn Scheinoha will seek approval for more money from the Executive Committee.

The next WisconsinAIRS Board meeting will be on Friday, July 10, 2009 at the Kalahari Resort in Wisconsin Dells.

The meeting was adjourned.