

WisconsinAIRS Board Meeting
February 10, 2009
Held at the Portage County Courthouse Annex in Stevens Point

Present: Ginger Ayres, Amanda Behling, Devon Christianson, Lisa Clark, Teresa Halverson, Janell Keeter, Valeree Lecey, Jayne Mullins, Rose O'Hara, Matricia Patterson, Steve Peterson, Julie Seeman, Barbara Wien

Not Present: Ruth Rotramel, Lynn Scheinoha, Diane Strong

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 the September 12, 2008 WisconsinAIRS Board meeting minutes with all members present.

- *Ginger Ayres moved to accept the September 12, 2008 meeting minutes as written. Lisa Clark seconded the motion and the motion passed.*

III. **Treasurer's Report (Matricia Patterson reported on behalf of Lynn Scheinoha):**

A. The 2009 Approved Budget and a brief list of expenses from 9/10/08 to 1/18/09 was shared with members. There were a few questions and comments which Matricia will relate to Lynn. These included:

- The date on the Expenses Report should be changed; it is currently stated as 9-10-09 to 01-18-09 and should be changed to 9-10-08 to 01-18-09.
- Cost for the Conference Registration services was listed twice,
- Is the listing for Conference Fees income or expenditure,
- Is the Total Conference Cost a final amount?
- *Matricia Patterson moved to defer the acceptance of the Treasurer's Report into the record until the next Board meeting. Steve Peterson seconded the motion and it was passed.*

IV. **President's Report (Matricia Patterson):**

A. Matricia noted that there have been some decisions approved by email vote. These are:

- *On January 8, 2009 a motion from Matricia to purchase binders for new and returning Board members from Office Depot was passed by the Executive Committee, and*
- *The Conference Committee voted to have the 2009 WisconsinAIRS Conference at the Kalahari in Wisconsin Dells.*

B. Matricia Patterson has signed the 2009 AIRS Affiliate Agreement on behalf of WisconsinAIRS.

C. Matricia has also signed the form from Milwaukee County which makes us a vendor for the county and allows Steve Peterson to recoup his expenses for WisconsinAIRS Board work.

D. Ron Wilkenson from VOAD has contacted Matricia Patterson regarding joining VOAD. This is probably more appropriate for individual agencies. In addition, Eric Ostermann (the Administrator for 2-1-1 Wisconsin) is on the State VOAD Board.

V. Wisconsin 2-1-1 Report (Steve Peterson):

A. 2-1-1 Wisconsin is currently working on support for the 2-1-1 Act.

- There is more support this time around due to relating 2-1-1 to homeland security and crisis (recent disaster experiences and the 2-1-1 role in responding have helped to emphasize the need for this service).
- Steve Peterson shared a copy of the bill with Board members.
- People may contact their legislators to encourage them to support this legislation. Currently Representatives Kagen and Kind (and possibly Representative Baldwin) and Senator Kohl seem favorable. Senator Feingold is not willing to sign on at this time.
- Information on contacting legislators is on the AIRS Web site and it will also be in the next WisconsinAIRS newsletter.
- The 2-1-1 Act will establish 2-1-1 as federally supported and therefore funding would be allocated to the appropriate State entities to be used for 2-1-1 costs. In Wisconsin that entity would be 2-1-1 Wisconsin. Wisconsin is seeking 1.5 million dollars; eight-hundred thousand from the federal government and a matching contribution from the State of Wisconsin.

B. There may also be some funding through the 2009 Recovery (stimulus) package if Wisconsin were to designate some of the funds they receive for the 2-1-1 initiative (as part of funding effective response in emergency situations). It was also noted that the 2-1-1's are able to spend the money quickly (are "shovel-ready") which is another good point for being included in the stimulus bill.

- The first priority for funding would be the statewide database and the phone systems would be a second priority.
- A third priority for 2-1-1 Wisconsin would be capacity building and staffing to support:
 - a) Adherence to the AIRS national standards,
 - b) Training for staff, and
 - c) Quality assurance to ensure that uniform standards exist so that people in all areas of the State can be assured of the same level of service.

C. 2-1-1 Wisconsin is also considering, as part of their long-term plans, hiring a data specialist to assist call centers with populating the database with resources and also to serve as a liaison to the call centers.

D. 2-1-1 Wisconsin has chosen Refer (RTMS Design) as the software to support the statewide database. This choice was a result of a unanimous vote by the Board. They now need the funds to purchase the software. Refer is willing to delay the contract while 2-1-1 works to secure funding.

E. There is also discussion to have all 2-1-1 Call Centers have the same phone line which would allow 2-1-1 to pick up the phone costs. Call Centers would then be able to divert any other funds they secure to other needs. There is also concern that some areas of Wisconsin may move to a ten digit phone number. This is due to the 715 and 920 area codes being saturated at this time. The ten digit dialing could be a problem for the centers and a statewide phone system could address this problem.

F. Some of the Wisconsin 2-1-1 Board Meeting minutes are on their Web site. Steve Peterson can also provide the minutes for people who are interested.

G. The next 2-1-1 Wisconsin Board meeting will be March 11, 2009. The public is welcome to attend.

- H. A brief history of the 2-1-1 Wisconsin initiative and the role WisconsinAIRS has played was also presented at the meeting.
- I. Jayne Mullins offered to put the 2-1-1 Wisconsin Board meeting minutes on the ListServe.

VI. AIRS Affiliate Council (Jayne Mullins):

- A. The AIRS Affiliate Council is currently focused on the 2009 Conference and the need for speakers. They have extended the deadline for people to submit for presenting a workshop.
- B. AIRS has also hired an agency to create a Conference Binder which would provide guidance in planning and putting on a conference. Affiliates could use this tool to assist in putting on their statewide conferences. WisconsinAIRS has a very good structure as well as a binder (there was a general thanks to Julie Seeman for her work on this).
- C. The Affiliate Council has also polled the state's regarding whether or not they offer workshops on the AIRS InfoLine Taxonomy at their annual conferences.
- D. Jayne Mullins noted that she is not sure if AIRS is still looking for people to join one of the national committees. They typically meet via conference call. Any AIRS member can volunteer for this (it is not required that people be on the AIRS Board or on the AIRS Affiliate Council. People who are interested in volunteering may contact Jayne. Maurine Strickland has also offered to share her knowledge of the national work and the committees.
- Matricia Patterson shared an email from AIRS asking affiliates to reach out to I & R's who are not current members. Wisconsin is still leading with the number of members but we can reach more agencies. (We have about 100 members.) There was further discussion of this topic during the Membership Committee report.
- E. Jayne Mullins noted that her supervisor has given her a verbal OK to attend the AIRS Affiliate meetings (travel to two meetings per year) which includes travel to the annual conference.

VII. Membership Committee:

- A. Binders for new Board members are completed. Julie Seeman and Devon Christianson also need binders (they did not receive one when they first joined).
- B. The Board needs to create an orientation process for new members.
- C. AIRS is seeking information on agencies we could expect to join but haven't. We would want to coordinate any AIRS marketing efforts with our own efforts and information. We have begun some work on recruiting new agencies in the past but did not follow through with it. The discussion about this reflected the following points:
- Jayne Mullins does receive the membership list from AIRS. She also edits it so that we can clearly see who in Wisconsin is a member. Lisa Clark requested the updated list from Jayne.
 - We could offer a conference scholarship giving a non-member a chance to see what our organization is about and what we can offer them.
 - Personal contacts with potential members have the most effect.
 - We could share the newsletter and the conference information with potential members.
 - AIRS would contact potential members from the list we provide. We should be sure to coordinate with AIRS to ensure that any information they send reflects both the national and the state organizations.

Jayne Mullins noted that she will communicate with AIRS so that this happens.

- This work was referred to the Membership Committee.

D. The Membership Committee needs someone to Chair. Jayne Mullins volunteered to do this.

VIII. Communications Committee:

A. Ginger Ayres shared a copy of the Winter newsletter. She will distribute it to the membership tomorrow. Distribution includes:

- A copy is email to each Board member.
- It is sent to the Web site coordinator and the link is then sent to the appropriate ListServes.
- Lisa Clark sends it to the 2-1-1 Call Centers.
- Everyone is encouraged to share it.

B. The next newsletter will be this spring and the due date for submissions is the end of April. The content may include:

- Information on the 2009 WisconsinAIRS Conference,
- A notice regarding the availability of the ABC's of I & R through the library system,
- Possibly an article on resources for people with special needs such as on Benefits Specialists (there is a Disability Benefits Association and we could contact them for a contribution)
- An article on GWAAR (**Greater Wisconsin Agency for Aging Resources**),
- **The President's message and the useful Web sites.**

C. Luann Teige is no longer able to serve as the liaison with our Web site Coordinator. Our current provider is Idea Center (in Onalaska, Wisconsin) and the contact person is Pat Mundsack. Jayne Mullins offered to take these duties and Matricia Patterson will let Pat at the Idea Center know that Jayne will be the one who will submit changes and updates. Ginger Ayres currently sends the newsletter directly to Pat Mundsack and this will not change. All other ideas, comments, or changes to the Web site should go through Jayne Mullins.

IX. Conference Committee (Julie Seeman):

A. Valeree Lecey has been added to the Conference Committee.

B. The 2009 WisconsinAIRS Conference will be at the Kalahari in Wisconsin Dells on October 8th and 9th. The Committee shared the draft of the conference registration cover with the theme, "Looking Back and Moving Forward".

C. The committee is currently looking at thirty-five suggestions for workshops and they will be narrowing that down to sixteen. They are working to provide diversity in the sessions.

D. There was a suggestion that we try and get Mary Pierce as a keynote speaker. She is a Wisconsinite, a writer, and an inspirational speaker who incorporates humor into her presentations. Her fee is \$2,500.00 plus mileage and hotel.

E. There was also a suggestion that we seek out Robert Blancato from AIRS for a keynote speaker at the annual meeting. He was the Chair of the Whitehouse conference on aging and is a well known advocate for health care issues. His fee is \$250.00 plus travel and hotel. He could attract some participants from outside of Wisconsin also.

F. There was discussion regarding the fact that we pay the expenses for keynote speakers but conference presenters are asked to pay their own way including

conference registration if they are also participating in the conference. Some thoughts that were discussed included:

- Offering conference participation at no charge on the day they present. We currently do not have a one-day fee but perhaps it is something we could offer presenters only.
- We could offer a choice of ½ off of the entire conference or one day at no charge and also comp the meal for the day they present. This offer could be on the Presenter's Form.
- *Devon Christenson moved that we have Conference Workshop Presenters pay their own mileage and hotel costs, but we offer them access to the conference workshops and the meal on the day they present. Jayne Mullins seconded the motion and the motion passed.*

G. GWAAR (Greater Wisconsin Agency for Aging Resources) will do the registrations.

H. A draft of the scholarship form was presented.

I. We have contracted with the same Ethics and Boundaries presenter that we had last year.

J. We will have a 30th Anniversary display.

K. We are looking to expand the vendors beyond software companies. We will have Refer and possibly IRIS. Other resources could be beneficial for the conference. One suggestion was Guitars for Vets. If people have ideas for other organizations that might be interested let Jayne Mullins know.

L. Julie Seeman will email the list of workshop ideas to the Board members.

X. Nominations Committee:

A. There are currently 17 WisconsinAIRS Board members. The committee needs to look at the list to see what people will need to be replaced this fall.

B. Barb Wien has talked with United Way Dane County's 2-1-1 regarding having someone apply to be on the Board.

C. It was noted that because the Area Agencies on Aging (AAA's) in Wisconsin dissolved and were replaced by the new Greater Wisconsin Agency for Aging Resources we have a technical problem.

- Our By-laws state that there can be only two Board members from any single agency.
- The change with the AAA's and the new GWAAR has created a situation where we have three Board members who are employees at GWAAR.
- This situation will be discussed at the next Board meeting.

XI. Certification/Study Groups:

A. The calendar year for study groups and testing is now set. There is a real attempt to spread the opportunities across the state.

B. Teresa Halverson and Amanda Behling are interested in looking at the development of a CRS study group. Steve Peterson noted that they are working on getting some definition from AIRS to assist in creating CRS materials. Teresa will be co-presenting with Luann Teige at the April CIRS study group in April to get some experience with what is already developed.

C. AIRS is considering adding a certification for I & R Specialists with a focus on I & R for people with disabilities.

D. The evaluations have been useful in preparing the study group materials and presentations.

E. The committee continues to seek more people who can do the study group presentations and proctor the exams.

F. Maurine Strickland has been in contact with AIRS regarding presenting a workshop at the conference on the use of study groups in coordination with the certification exams. We are the only state doing this as far as we know. There will be a teleconference with AIRS about this in the near future.

G. Historically the study groups grew out of work started by Jayne Mullins and Maurine Strickland. Jayne continues to receive calls from agencies regarding upcoming group sessions. The demand correlates with the ADRC requirement for certification.

H. There will be continued discussion about how WisconsinAIRS can assist in the development of more proctors and trainees.

XII. Other Discussion Topics:

A. **AIRS Online Training** - Lisa Clark discussed the difficulties her agency had with accessing the AIRS Online Training Courses. They had tried to access the Taxonomy course. To access they needed a specific software and did not know this ahead of time. There is also a feeling that requiring a personal credit card for payment is a detriment. She was encouraged to provide this feedback to AIRS.

B. **Archived Information** – Barb Wien currently has the IRPW archives in her office. It is alright to leave them there at this time. There was a brief discussion about the history of IRPW (Information and Referral Providers of Wisconsin) and the name change to our current name, WisconsinAIRS.

C. **ABC's of I & R Books** – Jayne Mullins will get the two copies of the ABC's of I & R which were purchased by WisconsinAIRS to Julie Seeman soon. Julie will then put them into the statewide interlibrary loan system.

D. **Orientation for new Board members** – It was determined that we need an orientation for new Board members. The points of this discussion included:

- Using a phone conference to provide some orientation.
- Provide information on the Web site for new Board members. We could create a WisconsinAIRS Board file on the Web site.
- Take some time before the annual meeting to prepare and then provide the orientation on that day. We would also provide the binders on that day.
- We should work to develop a prototype of what should be in the binders. Ginger Ayres may have a list of what each binder should contain.
- This work will fall to the Nominations Committee. They will develop an orientation binder.

E. **WisLine** – The Study Group Committee currently uses this for meetings. It is available to all the committees. Matricia Patterson has the information on accessing this service and she will email it to all Board members. The cost of using this service for WisconsinAIRS work is billed to and paid by WisconsinAIRS.

F. **Public Policy Representative to AIRS** – AIRS would like all affiliates to designate a person to serve as the liaison for public policy advocacy initiatives. This person would work with AIRS to advocate for I & R issues in the state. Matricia Patterson listed herself as this person on the 2009 contract with AIRS. We will contact AIRS for more information about this position.

G. **Request for Financial Assistance** – Steve Peterson relayed a request from Maurine Strickland for financial assistance from WisconsinAIRS to cover a portion of her expenses to attend the National AIRS meeting. There is a possibility that in conjunction with attendance at the national meeting she would be part of a workshop presenting on our work with the study groups. This request comes at this

time due to a current freeze on out-of-state travel in her agency. Discussion regarding this request included:

- Currently we cover the costs for our Affiliate Council representative related only to attending the Affiliate Council meetings. That person, or her/his employer, covers her/his own expenses to attend the AIRS Conference. We cover these costs in accordance with our By-Laws because that person specifically represents WisconsinAIRS at these meetings.
- There would be some inconsistency in paying for someone who does not represent WisconsinAIRS. In this case, Maurine Strickland represents her employer on the AIRS Board. The question was asked, "Should we respond to a current situation in a way that is not consistent with our policies."
- There was discussion regarding how WisconsinAIRS benefits from what Maurine brings back from her attendance at these meetings and conferences.
- It may be more acceptable to provide assistance related to her involvement in presenting the work WisconsinAIRS has done with the study groups at an AIRS workshop.
- It was suggested that we defer the issue of assistance with costs related to the AIRS Board meeting back to Maurine for more information.
- *Steve Peterson moved that the Executive Committee give further attention to this request and report back to the WisconsinAIRS Board. Ginger Ayres seconded this motion and it passed.*

H. **Strategic Planning** – Matricia Patterson provided a copy of our work at this point on strategic planning to each Board member. She suggested that everyone look at the document and bring ideas for discussion to the next meeting.

The next meeting will be Friday, April 17, 2009. Julie Seeman and Barb Wien will look into securing a location.

The meeting was adjourned.