

WisconsinAIRS

Board of Directors Meeting Minutes

January 24, 2007

Held at The Aging and Disability Resource Center
Stevens Point

Present: Diane Allgood, Ginger Ayres, Lisa Clark, Jane DeGeorge, Teresa Halverson, Janell Keeter, Barb Maskell, Jayne Mullins, Matricia Patterson, Steve Peterson, Luann Teige, Barbara Wien

Not Present: Susan Piazza, Lynn Sheinoha

Secretary's Report – Teresa Halverson:

- ❖ The November 15, 2006 meeting minutes were presented to the Board members. The following changes were noted and made:
 - Change the spelling of Barb Wien's name where it is incorrectly spelled Wein.
 - Note that Steve Peterson was not absent from the last meeting. He was serving as the Proctor for the AIRS Certification exam and was therefore excused from the meeting.

Steve Peterson moved to accept the amended November 15, 2006 meeting minutes, Jayne Mullins seconded the motion and it was passed.

Treasurer's Report – Luann Teige shared information from Lynn Scheinoha:

- ❖ Luann shared the Treasurer's Report (11/1/2006 through 1/23/2007) with the members.
 - The current running balance noted is \$19, 906.20, however there may still be some conference expenses to include and this total does not include the reimbursement to Jayne Mullins for her AIRS Affiliate Council meeting attendance.
 - Ginger Ayres will communicate with Lynn Scheinoha regarding any outstanding conference expenses that need to be noted.

Jayne Mullins made a motion to accept the Treasurer's Report, Barb Maskell seconded the motion and it passed.

President's Report – Luann Teige:

- ❖ Luann deferred the President's Report to the committee reports, noting that these discussions would cover all that she would have to report on.

Conference Committee:

- ❖ Approximately 70 people attended the conference. Ginger Ayres shared the evaluations with the Board members.
 - The ratings and comments were, in general, very good.
 - Sharon Doner's presentations were well received and there were also good comments on the Heidel House.
 - The evaluations did include the written comments (including critical comments).
 - There were also suggestions shared on where to hold next year's conference and on topics of interest for workshops/presentations.
 - Luann Tiegge and the WisconsinAIRS Board expressed praise and gratitude for the excellent work done by the Conference Committee in 2006.
- ❖ Jayne Mullins suggested making changes to the evaluation format.
 - The concern is that the use of numbered rankings and ratings such as "poor" without any further comment is not providing useful information. A format that facilitated more input regarding what the attendee took from the presentation as helpful to

- their work would provide the committee and presenters with more useful information.
- There was some discussion regarding whether attendees are willing to take the time to write out comments, which is what makes the rankings by number/category more appealing.
- Jayne Mullins offered to work on a new format, which can be presented to the conference committee.
- ❖ Luann Teige noted the need to get the conference committee formed and a conference chair designated since decisions need to be made very soon regarding the 2007 conference.
 - Committee assignments, including for the conference committee, were made at the meeting.
 - Barbara Wein and Matricia Patterson will Co-Chair the committee.
 - This group will begin planning for a 2-day conference to be held in September or October of 2007. Plans should be based on 100 participants. The location should be in the central/south central area of the state. The site should be one that offers rooms/accommodations at "State rates".
 - Luann Teige will email Barb Wein and Matricia Patterson with information regarding the dates of other state conferences, such as the aging group, so that they can select dates that do not pose a conflict for people.
 - It was also suggested that they contact Maurine Strickland for guidance and any written information that she may be able to share.
 - Some suggested topics for workshops included "Boundaries and Ethics" and "Aggressive Callers". There are also topic suggestions on the 2006 evaluation summary handed out at the meeting. If people have suggestions for topics or for a keynote speaker please send them to Barb Wein or Matricia Patterson.
 - There was discussion regarding dates and location.

Diane Allgood moved that the Executive Committee, based on recommendations from the Conference Committee, make the final decision on the 2007 WisconsinAIRS conference dates and locations. Janell Keeter seconded the motion and it was passed.

- ❖ WisconsinAIRS is still receiving praise for the national conference in Milwaukee including, most recently, the high number of volunteers recruited.

Membership Committee – Luann Teige:

- ❖ WisconsinAIRS currently has above 50 members.
- ❖ Jayne Mullins emailed the AIRS membership information to board members. There is also a complete listing on the ListServe.
- ❖ Concerns were expressed regarding the difficulty in working with the membership information as it is currently made available by AIRS. When a list of specifically Wisconsin members was requested from AIRS the response was that it was too much effort to provide one. Some concerns expressed at the meeting were:
 - The most recent list is organized by membership level rather than by state. Jayne Mullins noted that Charlene Hipes did acknowledge that this listing was more difficult to use for states. She will try to send it out in last years format.
 - Ginger Ayres noted that it should be communicated to AIRS that these are also WisconsinAIRS members. We need AIRS to provide information to us in a format that is useable in order for us to provide our services and to do our work, which includes work with recruitment.
 - Jayne Mullins will bring these concerns to the AIRS Affiliate Council meeting.
 - The membership lists are issued quarterly by AIRS.

- ❖ All board members were encouraged to promote joining AIRS/WisconsinAIRS among the agencies in their region that would benefit from membership.

Brochure:

- ❖ The WisconsinAIRS brochure needs to be updated. The current brochure is in a PDF file so it cannot be edited. Ginger Ayres will create the new brochure document and will make it available as a PDF file for the Board to see and comment on. Comments from the board were:
 - We need a piece that focuses on Wisconsin and WisconsinAIRS; the national AIRS brochure is not specific enough to our services.
 - The "Join WisconsinAIRS" panel will have to be updated completely because of the new membership structure.
 - We can drop the "formerly known as IRPW" from the name.
 - May-be change "Who Are Our Members" to "Who May Join WisconsinAIRS".
 - Add to this list, Aging And Disability Resource Centers, Child Care Resource and Referral Centers, Volunteer Centers, and All Specialty Helplines and Hotlines. This list should be alphabetized. The last statement on the list might be "Could Be You". Also on this list change 2-1-1 Centers to 2-1-1 Call Centers.
 - On the "What Will WisconsinAIRS Do For You" panel add "Opportunities for funding development/grantsmanship. Also on this panel on the line regarding networking opportunities add "nationally". Jane DeGeorge also suggested moving the Email ListServe up on the list as this is now a very attractive service for many members.
 - Have a different (more intergenerational or more comprehensive) picture on the "What is WisconsinAIRS" panel.
 - Change the front panel to be more interesting, something that will attract people's attention and draw them in.
 - The web site will be listed as the place to contact WisconsinAIRS. ***Secretary's note: did we discuss any other contact to list?**

AIRS Affiliate Council – Jayne Mullins:

- ❖ AIRS now has on-line training up and running via their web site.
 - Jayne Mullins has looked at the trainings and finds them to be very user friendly.
 - AIRS has tried to keep the cost low for introductory trainings. The Taxonomy trainings will be more expensive due to the increased complexity of the subject.
 - They are designed as individual trainings.
 - Participants would not need to complete the training in one sitting, they can sign off and return as needed.
 - Jayne Mullins will link to the on-line registration on the WisconsinAIRS ListServe.
 - This may impact our conference attendance. We would want to consider the trainings available on-line when choosing training topics for the conference.
- ❖ There was no further discussion regarding offering on-line certification testing at the last AIRS Affiliate Council meeting.
 - The WisconsinAIRS Board reiterated that they believe there are concerns to be raised regarding this issue. The concerns expressed may be found in the June 20, 2006 WisconsinAIRS Board of Directors Meeting Minutes.
- ❖ The certification costs were raised by \$10 each.
- ❖ There was discussion by the WisconsinAIRS Board about whether or not to purchase a copy of the ABC's of I&R since the request for a free or low cost copy has been denied. The decision was not to purchase one at this time.

2-1-1 Wisconsin – Steve Peterson:

- ❖ Steve noted that his report on the 2-1-1 Wisconsin Board meeting is in the newsletter.
- ❖ 2-1-1 Wisconsin has hired a Director, Eric Ostermann.

- ❖ Brown County received approval to be a 2-1-1 Call Center.
- ❖ 2-1-1 Wisconsin continues to seek funding.
 - They may consider charging 2-1-1 Centers an annual fee to maintain designation as 2-1-1 centers. Ginger Ayres noted that, if they adopt this policy, we would want to be certain that the language refers to 2-1-1 Centers (i.e. WisconsinAIRS, along with other 2-1-1 Wisconsin Board members who are not call centers, should not need to pay this fee).
 - There are some leads for federal funding being looked at.
- ❖ There was some discussion by the WisconsinAIRS Board regarding requests from 2-1-1 Call Centers for access to the databases of other I & R's in Wisconsin. Concerns and comments included:
 - Ginger Ayres noted that the 2-1-1 Wisconsin strategic plan called for both Call Centers and Resource Hubs. The hubs, which would be responsible for the database development/maintenance, would be local (in the area being served). Is this still being pursued by 2-1-1 Wisconsin?
 - It was suggested that an agreement could be drawn up between the 2-1-1 Center and the agency whose database they wish to obtain outlining the nature of the sharing and the standards expected regarding the use and maintenance of the data.
 - The issue of sharing data and databases is a good one to share with WisconsinAIRS members. Teresa Halverson will contact Karen Brandt (who is working with the 2-1-1 Wisconsin Database committee) to see if she might write an article for the next newsletter regarding the strategy and the work being done by 2-1-1 Wisconsin in building a statewide 2-1-1 database.
- ❖ The Northern area of the state remains an issue of concern.
 - How will 2-1-1 provide service to this area? Will they be able to ensure that the service (especially if provided from a distant location) is of the same professional quality as that which is provided to the rest of the state?
 - There remains a need for agencies in the Northern area to get together to discuss these concerns.
 - Ginger Ayres noted that agencies with concerns regarding these issues can direct them to Eric Ostermann.

OTHER BUSINESS DISCUSSED:

Web Site:

- ❖ The WisconsinAIRS web site is currently not available. People seeking it will receive a message that it has been discontinued and they are directed to the AIRS web site.
- ❖ Currently no one in WisconsinAIRS is able to host the web site. Luann Teige has checked into a couple of web site companies for hosting (Interactive Data and Onalaska Web).
- ❖ We need to get some technical information (possibly from Janice) in order to get a quote. Luann did, however, have some information from Onalaska Web to share with the Board. The following information refers to Onalaska Web:
 - Hosting cost begins at \$12.50/month. Labor is \$35.00/hour.
 - They are flexible regarding the work on the site. We are welcome to do our own postings and editing (with no cost involved other than the monthly hosting fee) or we may hire them at their \$35.00/hour rate to provide some or all of this work.
 - They could have the site up within 2 days of receiving the CD with the site and change the domain name.
- ❖ Discussion from the Board regarding how to proceed with finding a web site host and getting the web site back up included the following:

- We should check references for the company. Teresa Halverson has worked with a group that uses Onalaska Web and has had a good experience. Because she is located close to that company she will get a list of other agencies they work with for Luann Teige who will then check these references.
- Steve Peterson has a person on his staff who also has a web site development business. We could check with her regarding any web site development needs. It was noted that at this time we probably do not need to develop a site, but could just move our site to the Web Host company.
- Teresa Halverson offered to work with Onalaska Web and with the updates on the site if we do use them to host our site. Barbara Wein also has a secretary in her office who has worked with postings and editing on web sites and offered to see if she would be interested in this work.
- We need to communicate the following with any negotiations for a web host:
 - ◆ With the per hour labor charge, is there a minimum? We would want no more than a 1 hour minimum for any work done.
 - ◆ We would like a 1-year contract.
 - ◆ What is expected up front and what is the payment plan?

Jane DeGeorge moved that the Executive Committee should make the final decision regarding the selection of a Web Site Host agency and will keep the Board informed of their progress and actions. Diane Allgood seconded the motion and the motion carried.

- ❖ Other comments regarding the web site included:
 - We should have some future discussion regarding linking local agencies and member agencies with our web site.

Newsletter:

- ❖ It was acknowledged by the Board that Ginger Ayres did an excellent job on the newsletter. A heartfelt thanks was expressed to her for her work.
- ❖ Ginger Ayres noted that the information listed on the back of the newsletter regarding each of the Board members should be checked for accuracy. Please let her know if any of the information needs to be changed or updated.
- ❖ The size of the newsletter was too great to post on the ListServe so Ginger Ayres emailed it to individual email addresses.
- ❖ The plan is to have another emailed newsletter in April and a mailed newsletter in July (with the conference information and promotion).
- ❖ Ginger Ayres welcomes suggestions and authors for articles. Another one on a specialized I & R and another one like Matricia Patterson's checklist would be good. She will also include the useful web sites in the next one, so Board members should think of a helpful web site to include.
- ❖ Once the membership committee is up and running they will need to provide Ginger Ayres with a list of members and also organizations that would have an interest in the newsletter (and potentially in becoming members).
 - The listing will need to include mail and email addresses.
 - All Board members should try to get a listing of agencies (along with emails) in their areas that would benefit from the WisconsinAIRS newsletter and membership. These should be sent to Luann Teige.
 - Julie Grip or Maurine Strickland should have a conference mailing list (also with emails) that we should be able to use. Luann Teige will get all of the lists together and organized into a master list that she will keep, track, and update.

Naming the Newsletter:

- ❖ Diane Allgood provided a few suggestions for the name of the newsletter. By general consensus the name **AIR-waves** was chosen. Thank-you Diane!

Mail Pick-Up/Post Office:

- ❖ A brief discussion occurred regarding the use of the PO Box in Milwaukee for mail with Alice Henry picking it up for us. Steve Peterson offered to provide the pick up service since his agency is somewhat close to the Post Office. It was generally decided not to make a change at this time. Alice Henry has no difficulty or concern about providing this service to us and the system has continued to work very well, providing continuity regarding mail for the group.
- ❖ Ginger Ayres received notice from the Post Office that they have dropped our bulk mail permit because it has not been used recently. The general discussion resulted in a decision not to pursue renewing this permit. We no longer mail all of the newsletters (we now mail only one each year) and so are not really in need of this. Also if we use 1st class mail we do receive any incorrectly addressed mail back at no extra charge.

Library Materials:

- ❖ Janice Dibble continues to house materials from WisconsinAIRS/IRPW at the Oshkosh Public Library. This has not been a problem for her (actually she has not had time to deal with these materials), however, WisconsinAIRS should get these materials and go through them to determine what is valuable and should be kept and what can be tossed out.
 - We will try to hold the next WisconsinAIRS Board meeting at the library (or in Oshkosh). This will allow us to pick up the material and either go through it at the meeting or Ginger Ayres and Luann Teige will go through it.

Strategic Planning:

- ❖ It was agreed by the Board that we should resume this work at the next meeting. Some comments regarding this were:
 - Jane DeGeorge noted that we may want to look at some of the issues from today's meeting, such as 2-1-1 Wisconsin and data sharing; in general, may-be it is time for new issues.
 - Ginger Ayres and Luann Teige will pull information from previous meeting minutes and prepare materials to guide this work at the next meeting.
 - Steve Peterson noted that it would be good for Board members to receive the information before the meeting so they may be better prepared for the discussion.

New Member Orientation Materials:

- ❖ Luann Teige will put binders together for the new Board members.
 - The binders will include meeting minutes, newsletters, and Treasurer's reports from the last 2 years. It will also include the Board Member Roster, the WisconsinAIRS By-Laws, AIRS Affiliate Council information and 2-1-1 Wisconsin Board meeting information.

Non-Stock Organization Status:

- ❖ Ginger Ayres noted that she will pay \$10.00 to the Wisconsin Department of Financial Institutions in order to retain our status as a non-stock organization. She will amend the contact information on this to identify Lynn Scheinoha, Treasurer of WisconsinAIRS as the contact person.

Committee Assignments:

- ❖ Luann Teige provided a copy of the WisconsinAIRS By-laws to each Board member so they could look at the description of the duties for each committee. A sign-up sheet was then passed around and each member signed up for at least one committee.

Certification Testing Being Offered By ADRC:

- ❖ There will be a certification testing opportunity at the ADRC Conference on April 17, 2007 at the Concourse Hotel in Madison. Information about this can be found on the AIRS web site or by contacting the ADRC office in Madison.
- ❖ There was some discussion regarding how to receive notification of testing opportunities being offered in Wisconsin. Requests needed to be approved by the WisconsinAIRS Board in the past. Is there a way to have AIRS communicate with WisconsinAIRS regarding these requests?

Next Meeting Date:

- ❖ The next meeting will be Thursday, March 29th from 10 am – 3 pm. The Board will try to hold it at the Oshkosh Public Library or, if the library is not available, at another location in Oshkosh. Teresa Halverson will contact Janice Dibble regarding the meeting location.

Jayne Mullins moved that the meeting be adjourned and Jane DeGeorge seconded the motion. The motion passed and the meeting was adjourned.