

2-1-1 Collaborative Meeting Minutes
Regular Meeting
1/30/08

1. The January 30, 2008 meeting of the 2-1-1 Collaborative was called to Order by Chair Brook Arbeitman at 10:03 am.
2. Roll Call:
 - o Voting Members Roll Call: Brook Arbeitman, Lovie Byrd (10:10 am), Pam Cross, Toni Frioux (10:10 am), Bob Adams proxy for Raymond Haddock, Mary Howell, Ashley Jones, Bob Brandenburg for Michael Jones, Mary Howell proxy for Madalyn McCollom, Michelann Ooten, Ed Pulido, Beverly Williams for Larry Olmstead, Deborah Price, Helene Schwartz, Karen Sedberry, Bob Stafford, Natalie Scott, Tom Wade, Wendi Marcy for Steve Willoughby. **[20 voting members and proxies. Quorum established.]** Carrie DeWeese, 2-1-1 Program Supervisor was present.
Absent without proxy: Kelley Riha and Tom Thomson.
 - o Visitors: Jean Jones, DRS; Sara Cramer, NWOK 2-1-1; Mike Walsh and Dan Ingram, JOIN; Tod Bryant, Oklahoma Center for NonProfits; Edwina Reddick, 2-1-1 SW Ok; Elizabeth Dillingham, ASCOG AAA, Marice Wasemiller.
3. Approval of Minutes from 11/28/07.
[Motion to approve minutes made by Pam Cross, seconded by Ed Pulido. Motion passed 12 yes, 5 abstain]
4. Call Center Reports were received as part of the meeting packet. Ed Pulido gave praise for the wonderful job done by 2-1-1's during the December 2007 ice storm. After Action Reports will go out next week for completion. Discussion of findings will be held during next month's meeting.
5. Receive a presentation from Heartline 2-1-1 by Steve Almon with Tanya Wiley presented on update on Heartline 211 activities. Steve Almon was hired and started work in December 2007. He discussed Heartline 211's activities during the ice storm. There had been a Table Top exercise held just before the storm. Heartline 211 lost power very soon after the storm started. The operation was then housed EOC. There was a problem with redirecting phone lines. When the lines were redirected, there were only five lines instead of a projected 20; and, no queue was available. They also had no immediate access to the database. Steve Almon expressed a need for backup power at the call center, an upgraded phone system, and an increase in surge capacity for both phone and personnel.

United Way took leadership during the emergency in the Oklahoma City area. UW paid to transport people needing transportation to the Cox Center for food and lodging. Since no pets were allowed at the Cox Center, treasured pets were taken to kennels by the taxi service rather than having to be left at home.
6. Receive a presentation regarding Marketing of 2-1-1 in Oklahoma from Ed Pulido/United Way of Central Oklahoma
Ed Pulido introduced Tod Bryant from the Oklahoma Center for NonProfits, Director of

Programs. He provided information on marketing, both an overview and an explanation of their training opportunities for assisting nonprofits to become more efficient. Ed said that United Way of Oklahoma City is offering to provide scholarships for all of the 211 Call Centers wishing to attend these trainings and to attend their June Marketing Conference.

The slide show presented explained: advertising is telling the story and marketing is the process. Advertising costs money and includes print, outdoor and electronic methods. Public relations includes placement of the message in the media; and, making and keeping in contact with media outlets.

Tod Bryant's contact information is e-mail: tbryant@oklahomacenterfornonprofits.org, telephone: 405 236-8133 X 212.

7. Receive a report and take possible action from the Alliance of Information & Referral Systems Oklahoma (AIRSO) Karen Sedberry
Karen reported that summer conference planning is still underway; and, new brochure development is in progress. She asked that any interested meeting attendees stay for a meeting immediately following the 2-1-1 meeting. AIRSO always welcomes new members.
8. Receive a report & take possible action for the Joint Oklahoma Information Network (JOIN) by Michael Walsh
Mike reports that IRIS IV has been released; and after some testing will be rolled out soon.
9. Receive a presentation on the new 2-1-1 Public Service Announcements by Carrie DeWeese.
New DHS sponsored video was shown. It is available in English and Spanish. Kelly Rhia did the English voice over. It will not be shown in the north central and northwest part of the state until those centers are close to going live. A request was made to find out how many times the spot airs.
10. Receive an update on 2-1-1 Legislative Breakfast activities by Carrie DeWeese.
Tuesday, February 12th for 8:00 am until 11:00 am, in the 4th floor Rotunda of the State Capitol is time, place and date. We want to be sure when/if additional money is requested from the legislature for technology upgrades, there is an understanding of the 211 mission and the benefits to the state.
The breakfast is scheduled for the day after National 211 Day. This breakfast appears to be the only one scheduled for that day at the Capitol. Carrie asked that all 211's be present and have packets to be distributed to the legislators from their coverage areas. Carrie will be sending out talking points in the next week. These points will include 24/7 availability, disaster/emergency preparedness and response, connecting people to services.

QUESTION: Jim Lyle asked for what the legislature will be asked in the way of additional funding for this next fiscal year. Carrie answered that an additional \$25,000 will be requested for each call center (total \$175,000).

11. Discussion and Possible Action on a Federal Earmark for 2-1-1 by Carrie DeWeese

Carrie explained that at the federal level funding for 211's can come through budget "earmarks". These "earmarks" need to come through the state's federal legislative representatives. They are funded for only one year, requests typically due at the end of March and usually range from \$250,000 to \$400,000. (Normally there are 40,000 requests for "earmarks", with only 11,000 awarded.)

Since the state had nine disasters last year, the Collaborative felt a good rationale could be presented for receiving funds. Identifying a champion was discussed, thinking maybe Mary Fallin or David Boren might be good candidates.

[It was moved by Helene Schwartz and seconded by Toni Frioux to create a committee to fashion a request for infrastructure funding by "earmark" request for FY 09. The motion was passed unanimously.]

Jim Lyle, Michelann Ooten, Marice Wasemiller, and Steve Willoughby, and volunteered to serve on the committee and to present the request at the next 211 meeting.

12. Additional discussion items and new business needing to be considered at February 28, 2008 meeting

Jim Lyle suggested forming a committee of 211 Call Centers to discuss unified planning and marketing. He asked that anyone interested please stay after the meeting to see who would be willing to be involved.

13. Announcements:

Deborah Price provided information on Community VoiceMail. \$25,000 for seed grants for states to participate in this national program that is a host for crisis situations are due March 31st. Further information can be accessed through www.cvm.org.

Karen Sedberry now has the new EODD-AAA agency resource directory. Each AAA publishes their own directory to list services in their coverage area.

Mary Howell announced that her assistant, Beverly Graham, will be calling each 211 Call Center to exchange information on transportation available in each of the areas.

Woodward has discovered that if the 211 Call Center is included in an area's Hazard Mitigation Plan, funding can be available for items such as backup generators, telephones, etc. The deadline for intention of filing a funding request is February 29, 2008.

Carrie announced that she has been working with other regional 211s, such as Texas, Arizona, New Mexico, and Mississippi to look at emergency and crisis coordination across state lines.

14. Adjournment:

[A motion was made by MichaelAnn Ooten and seconded by Karen Sedberry to adjourn the meeting. The motion passed unanimously. Meeting was adjourned at 12:00 pm. The meeting. The motion was passed unanimously.] The Meeting was adjourned by Chair, Brook Arbeitman.

The next meeting of the Council will be held February 27, 2008

Respectfully submitted,

Mary Howell, Secretary