

**Oklahoma 2-1-1 Advisory Collaborative**  
**Meeting Minutes**  
February 28, 2007  
DHS Aging Services Division – OKC

Welcome:

Meeting was called to order at 10:00 a.m. by Steve Willoughby, Chair.

Voting Members Present by Roll Call:

Brook Borden, Okla. Office of Homeland Security  
Raymond Haddock, OKDHS  
Mary Howell, Department of Rehabilitation Services  
Linda Jenkins, United Way - Urban Representative  
Madalyn McCollom, OASIS  
Kelley Riha, OKC Metro Libraries  
Helene Schwartz, United Way – Rural Representative  
Karen Sedbury, AIRSO  
Pattie Thompson, Federation of Red Cross Executives  
Tom Wade, Okla. Assoc. of Area Agencies on Aging, NODA  
Steve Willoughby, Okla. Association of Regional Councils

Quorum was established by Roll Call. Ashley Jones, Salvation Army; Lovie Byrd, Dept. of Corrections; Toni Frioux, OK State Dept. of Health; Deborah Price, Office of Faith Based & Community Initiatives; and Bob Stafford, Okla. Telephone Association arrived after roll call was taken.

Guests Present:

Carrie Wiggs, OKDHS/OK211  
Michelann Ooten, Ok Dept. of Emergency Management  
Jennifer Vandergrift, 211 of SE Oklahoma  
Kristina Rudy, 211 of SE Oklahoma  
Pam Cross, Heartline 211  
Tom Martin, Heartline 211  
Jim Lyall, 211 Tulsa Helpline  
Ronald Boggs, 211 of SE Oklahoma  
Joanna Fulwider, United Way of Central Okla.  
Edwina Reddick-Scott, 211 of SW Oklahoma  
Ed Pulido, United Way of Central Oklahoma

1. Approval of Minutes from January meeting: A copy of the January minutes was sent with meeting notice and attached to meeting packets.

Motion was made by Mary Howell with second by Helene Schwartz to approve the January minutes as presented. Motion passed with two abstentions.

2. Call Center Report: Written reports were presented as part of the packets.
3. Heartline 211 Presentation: Tom Martin presented some information on the response to the ice storm such as how they dealt with unexpected needs as well as staffing issues, problems getting to the facility and transportation issues. Heartline contracted with Airport Express to get staff to the office. They have had meeting with United Way of Central OK discussing the emerging needs coming out of the storm. One issue was using the Okla. County Sheriff's Dept. to help deliver food. He said they do have the alternate location at Hertz Reservation Center on Penn. If needed calls can be rerouted and staff can be sent to this location. They learned to be prepared for anything. Biggest surprise was need for food and medicine by the elderly and disabled, especially since finding out other helping agencies were shut down.
4. Bartlesville & Lawton Launch: Steve Willoughby and Carrie Wiggs reported on the launches of the two new call centers. They said both did wonderful jobs. Edwina said she was pleased with the attendance. Promotion included table tents at hotels. Fire & Police requested business cards and utility company envelope stuffers and promotional cards at restaurants such as McDonalds and Burger King. She said the calls have increased but not unbearable. Bartlesville had a problem with IRis losing all the agency records just as the first call came in, but it went ok. Call volume has increased significantly due to TV coverage. They reported that they have good relationship with Grand Gateway AAA and are referring all aging related calls to them. They said their biggest promotional item was bookmarks that were distributed through the schools.
5. State of Oklahoma's Joint Information Center (JIC): Brook Borden provided written plan develop interface protocols between the 211 call centers and the JIC. Carrie has been representing 211 at the communication planning meetings, including an exercise to see how it would work. Focus is on public information. Once complete the plan will be sent to the Governor and state agencies. They are in the process of getting the final plan ready and then it will be brought back to the Collaborative. There will be a full scale exercise in June which will involve Heartline 211. Michelann Ooten said that having 211 relieves a lot of stress for emergency response to activate that component. Really need liaison at Emergency Operations Center (EOC) in the future. Mary requested updated list of emergency managers. Michelann said that the emergency managers have written 211 into their plans. During a disaster or emergency situation updates come from Michelann through Carrie. Goal is to better inform the citizens during emergencies.

There was discussion of possibility of using 211 call centers to assist in collecting damage report information as well. Carrie asked if extra expenses that call centers had during emergencies could be reimbursed by FEMA and Michelann agreed to check on it.

6. Legislative Breakfast: Carrie Wiggs reported that it went well. It was catered this year, which made it much easier. There were 3 other breakfasts at the same time, but she said about 200 people came by and got materials and food. Most already knew about 211.
7. State Funding: Carrie gave explanation of the state funding. The \$960,000 is assumed still in the base funding. DHS takes 8% for administrative costs, plus the staffing costs. An increase of \$130,000 to bring on 2 additional call centers was requested for FY 08. After DHS's percentage, that leaves \$809,000 with a \$.15 per capita distribution, plus a call volume percentage distribution. Suggested formula is based 2/3 on population, 1/3 on call volume. If we do not get the \$130,000, we could hold some funding back to expand 2-1-1 into Western Oklahoma. Raymond Haddock said that after \$.15 per capita, there is enough for small increase in the amount over last year for call volume. He said they still don't know what appropriations will be. Amount for appropriations has been reduced for next year for all the agencies. For DHS it was the least amount of new money ever, a little over \$8 million which doesn't even cover insurance increases for employees. Mary Howell said it appeared to be about a 10% cut for all agencies. Raymond feels the \$960,000 will be in the budget.
8. Call Center Operations Committee: Ronald Boggs reported that they had no action items. Jim suggested more information management regarding cell phone providers. Need to agree to keep communication open in the committee on these issues to keep seamless service to consumers. Cell phone companies respond to consumer complaints in adding towers, and when towers are down not to redirect just as they chose. Ronald said they were having trouble just finding out who they need to talk to at the companies. Ronald said there would be a committee meeting following the Collaborative meeting today.
9. Resource Development Committee: Ed Pulido said they had a series of meeting to look at funding and marketing strategies. They have talked about going to foundations with one proposal for supplemental funding for all call centers. They met with Mental Health, Crisis Line officials regarding coordination. Carrie gave out publication that was being developed, printed by United Way of Central Okla.
10. AIRSO: Edwina Reddick-Scott introduced the new AIRSO representative, Karen Sedberry.
11. United We Ride: Mary Howell reported on state annual summit meeting tomorrow. It will include 211 information update. They are getting more tribal participation
12. JOIN: No representative from JOIN was present to give report. Jim commented on the slow progress there was in developing state database. He said he felt we may need to re-examine the relationship with JOIN. It may be better for 211 to take on development of a statewide database and let JOIN make use of it as they need. May need the Call Center Operations Committee to look at this. Ronald said that the committee would look at this issue. Pam Cross said that statements by Richard Cook that data was being pushed back down to the call centers is not true. There are various reasons why we need to look at changes. Mary wanted to know what

format the issue should take. Jim suggested we look at options that would make it work better. Mary said there was some legislation that has implications regarding a statewide database. Carrie reminded everyone that JOIN is visually aligned with 211 and problems reflect on 211. Ronald suggested that the Call Center Operations Committee come up with two or three recommendations. Jim said that since JOIN was absent today, we need to be open to discuss this with JOIN. There is a technical committee March 21 and hopefully recommendations will be made before then. Jim said we need to remember that the core issue for JOIN is different than that of 211. He said we need to include developing standards. Raymond Haddock suggests the committee meeting include JOIN and look at whether the missions are different enough.

### 13. Announcements:

- Ronald Boggs introduced 211 of SE Oklahoma Intern, Jennifer Vandergrift.
- Pam Cross announced that she had taken a new position as Project Coordinator for the Health Consortium: Alliance for the Uninsured working to develop a coordinated safety net designed to provide access to health care for uninsured citizens residing in Oklahoma County through collaboration and coordination of existing and new resources. This was her last Collaborative meeting.

The next meeting will take place March 28<sup>th</sup>, 2007 at 10:00 am at Aging Services in Oklahoma City.

Meeting was adjourned at 11:20

Respectfully submitted by

Madalyn McCollom  
Secretary, Oklahoma 211 Advisory Collaborative

Draft version 3/20/2007