

Oklahoma 2-1-1 Advisory Collaborative
Regular Meeting
April 30, 2008

1. The April 30th, 2008 meeting was called to order by Tom Thomson, Collaborative Chair-Elect, at 10:00 am.
2. Roll Call: In Secretary Mary Howell's absence, minutes were taken by Toni Frioux.
 - Voting Members present: Lovie Byrd (10:05); Toni Frioux; Toni Frioux, Proxy for Mary Howell; Ashley Jones; Michael Jones; Sally Selvidge, Proxy for Madalyn McCollom; Michelle Jagers, Proxy for Michelann Ooten; Larry Olmstead (10:25); Alisa Baez, Proxy for Ed Pulido; Deborah Price; Kelly Riha; Helene Schwartz; Karen Sedberry; Tom Thomson; Steve Willoughby (10:20); and Carrie DeWeese, 211 Staff. **[15 members and proxies. Quorum established.]**
 - Absent without proxy: Brook Arbeitman, Raymond Haddock, Bob Stafford, and Annie Lucas.
 - Visitors present: Stephen Almon, Heartline 211-Oklahoma City; Jim Lyall, Community Service Council- Tulsa; Torry Norwood, Salvation Army- Oklahoma City; Lynn Whipple, Heartline 211-Oklahoma City; Edwina Reddick, 211 SW Oklahoma; Jerry Clark, TARC-Oklahoma City
3. Approval of Minutes as amended from March 26, 2008, Corrections: Karen Sedberry was not in attendance thereby changing voting members and proxies to "13"; Item 5, second bullet, typo "Vista" instead of "Visa". **[Motion to approve minutes as amended made by Ashley Jones, seconded by Deborah Price. Motion passed, 13 yes.]**
4. Call Center Reports were received as part of the meeting packet. No discussion.
5. Receive a presentation from First Call 2-1-1 by Marice Wasemiller. Ms. Wasemiller was unable to attend today's meeting. Carrie DeWeese advised the attendees that Ms. Wasemiller had provided a PowerPoint presentation titled "First Call 2-1-1 Serving Northeast Oklahoma" which was located in their packet. She stated that if anyone had questions, they could contact Ms. Wasemiller at 918-336-1044.
6. JOIN update by Mike Walsh: Carrie DeWeese reported that there is a Taxonomy training scheduled May 5th at 10 am in Oklahoma City. This training is important as it fosters consistency in terminology that ultimately results in more efficient searches in the database. This training precludes changes from IRIS 3.0 to IRIS 4.0
7. Report from Salvation Army on voluntary Utility Donations by Ashley Jones. An overview of the process of how customer contributions are identified by the Bank of

Oklahoma as earmarked contributions, how they are credited, and how they are transferred to the Salvation Army was presented by Ashley Jones.

- Oklahoma Natural has three methods by which customers can contribute to the Share the Warmth program:
 - Share the Warmth Pledge (enrollment required)-customers pledge a monthly amount.
 - Share the Warmth Round-up (enrollment required)-customers pay the difference between the actual gas charges and the next even dollar.
 - Share the Warmth Spontaneous Contribution-customer mails a payment for more than the amount due and marks the designated area on the bill.
- For tracking contribution amounts, Oklahoma Natural has a monthly Share the Warmth detail report that they balance to the liability account. The monthly liability balance is the amount Oklahoma Natural pays to the Salvation Army for Share the Warmth. Payment is made, via company check, to the Salvation Army at the end of each revenue month.

Discussion:

- Carrie DeWeese asked about the cost of the contribution program to the Salvation Army. There are no administrative charges to Salvation Army for this program.
- Helene Schwartz asked about process for next steps. Carrie DeWeese stated that she has been in discussion with Bob Stafford regarding strategies for approaching telephone companies and cellular companies. She will visit with him further. A suggestion was made to approach the smaller rural companies first before the larger companies, as the smaller companies may be more open to a project such as this.
- Discussion on whether or not we need to include the Corporation Commission and/or receive their permission prior to developing a program in which customers can voluntarily choose to contribute via through their telephone and/or cellular company monthly bills.
- If telephone and cellular telephone companies decide to use Bank of Oklahoma they will need to set up a lockbox. Not sure about the lockbox fee, since ONG has several lockboxes and this one was established in February 1983. BOK does not charge a fee to read, "check the box". BOK's involvement with Share the Warmth is simply to indicate on the payment file that their equipment detected a mark on the gas bill stub in the area designated for Share the Warmth. Oklahoma Natural's payment processing actually determines if there was an overpayment, creates the applicable Share the Warmth charge for the overpayment amount, and journals the overpayment amount to a liability account.
- Carrie DeWeese prepare and send thank you letters (regarding our partnership, if any, in this important endeavor) to telephone companies and cellular telephone companies.
- Following the thank you letter, Oklahoma 211 send a letter to telephone companies and cellular telephone companies requesting (to expand our

partnership or develop a partnership, if one does not exist) to develop and implement a program in which customers can voluntarily choose to contribute to the program.

8. AIRSO report by Karen Sedberry/Edwina Reddick: Karen Sedberry reminded everyone that the AIRSO meeting will convene immediately after this meeting. The state AIRSO conference will be October 24-25, 2008. Edwina Reddick reported that the MOU is continuing to move forward.

9. Federal Earmark update by Marice Wasemiller: In Marice's absence, Carrie DeWeese reported that she has not been able to reach the Federal contact to discuss this request. This is a very long process. The request for Federal funds goes into a large pile with all of the other special requests and is then reviewed. If approved to advance, the request will then be written into a funding bill for congress to approve.

10. State Legislation update by Carrie DeWeese: Carrie has visited the Capitol several times this session. At her last visit, week before last, she was advised that the state appropriations would be determined in May. It is looking as though the outcome will be a "standstill" budget with the Department of Corrections being the only state agency slated to get additional revenues. She was assured by Representative Peters and Senator Anderson that these champions would fight for the 211 appropriation to be held harmless from cuts. The 211 Collaborative Appropriations Committee will meet Wednesday May 14th at 10:00 am here at the OKDHS Aging Services Division to discuss distribution of the funding allocation among the seven call centers.

11. Additional discussion items: No additional discussion items.

New Business for May 28, 2008: No new business items for next month's meeting were requested.

12. Announcements:

- Helene Schwartz reported that North Central 211 is alive and well. The phones are ringing, probably as a result of great marketing. They held five different kick offs in five different cities. They have had very good response from emergency responders. They are continuing to move forward with working out phone and other system issues. Their implementation was different from the other call centers in that they went live with their launch rather than running the system for a period of time before announcing to the public.
- It was also noted that there has been a rise in the number of calls from Suddenlink subscribers. Suddenlink connected quickly and has bought 30 media spots on cable.
- Carrie DeWeese reported that now that we have 211 services statewide, there seems to be more issues than usual with misrouting calls. She has been devoting a lot of time working with telephone companies to correct

these issues. Please advise Carrie of any misrouted calls and include type of phone service, i.e., landline, cell, or pay phone and the exact geographic location the call was made from.

- Ashley Jones suggested the Collaborative send a “Thank You” letter along with some statistics to all the utility companies. Including a list of partners in the letter would be good. A letter from the emergency responders could also be of benefit.
- Michael Jones shared that the Oklahoma Community Action Directory is available to all 211 agencies. The directory can be accessed at www.okacaa.org.
- Helene Schwartz shared that one of her staff attended a homeless conference on the west coast and reported that they were very impressed that Oklahoma has statewide 211 coverage.
- Carrie DeWeese gave suggestions to increase awareness of 211, i.e., continue to push the brand and give personal testimonies. We have come a long way since 2005 and hopefully 211 will soon be a household name.

13. Meeting adjourned by Chair-Elect, Tom Thomson. [**Motion passed**].

Respectfully submitted,

Toni Frioux, Member

May 28, 2008