

Draft

**Oklahoma 2-1-1 Advisory Collaborative  
Meeting Minutes**

June 27, 2007

DHS Aging Services Division – OKC

Welcome:

Meeting was called to order at 10:04 a.m. by Steve Willoughby, Chair.

Voting Members Present by Roll Call:

Brook Borden, Okla. Office of Homeland Security  
Lovie Byrd, Dept. of Corrections  
Toni Frioux, Okla. State Dept. of Health  
Bob Adams for Raymond Haddock, OKDHS  
Mary Howell, Department of Rehabilitation Services  
Ashley Jones, Salvation Army  
Linda Jenkins, United Way - Urban Representative  
Michael Jones, Okla. Assoc. of Community Action Agencies  
Madalyn McCollom, OASIS  
Deborah Price, Office of Faith Based & Community Initiatives  
Kelley Riha, Metropolitan Library System  
Helene Schwartz, United Way – Rural Representative  
Bob Stafford, Oklahoma Telephone Assoc.  
Tom Thompson, Ok Dept. of Mental Health  
Tom Wade, Okla. Assoc. of Area Agencies on Aging, NODA  
Steve Willoughby, Okla. Association of Regional Councils

Quorum was established by Roll Call.

Guests Present:

Carrie Wiggs, OKDHS/OK211  
Michael Walsh, OCCY/JOIN  
Dan Ingram, OCCY/JOIN  
Tom Martin, Heartline 211  
Ed Pulido, United Way of Central Okla.  
Jim Lyall, 211 Tulsa Helpline  
Ronald Boggs, 211 of SE Oklahoma  
Edwina Reddick, 211 of SW Oklahoma  
Madeline Holmes, First Call 211 Bartlesville

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

Motion was made by Helene Schwartz with second by Mary Howell to approve the May minutes as presented. Motion passed with one (1) abstention.

2. Call Center Report: Written reports were presented as part of the packets.

3. Southwest Oklahoma 211 Presentation: Edwina Reddick presented powerpoint “Our Journey Begins” including a brief update. The call center currently serves 10 counties. She gave information on their kick-off and marketing activities including radio, TV, City Council meetings, trainings with DHS staff, organizations and community groups, neighborhood watch groups and church groups. She presented call volume for four (4) months, most from Comanche county. There were also calls from Texas and other states, mostly military. She gave disaster assessment in Comanche county, floods in Medicine Park. The 211 was put in emergency mode. They are working on relationship with the emergency managers in the area. Challenges include cell coverage, and unmet needs, mostly transportation. They have applied for VISTA volunteers, expected in August. They expect call volume to increase and database to grow. They are recruiting new members for the Steering Committee and hoping their funding challenges decrease.
4. JOIN: Mike Walsh said testing of download had begun with Tulsa. Contracts with the call centers will expire soon and Richard Cook will be in contact with everyone. The bus ad campaign has been effective. There has been an increase in the website hits. Helene Schwartz thanked Dan for his help in Ponca City getting IRis back up and running.
5. Nominating Committee: Toni Frioux submitted written report with slate of nominations for officers and recommendation for member at large: Chair (automatic) – Brook Borden; Past Chair (automatic) – Steve Willoughby; Vice Chair – Tom Thompson; Secretary – Mary Howell; Member-at-Large – Pam Cross, consumer advocate. Tom Wade moved to accept the slate with the member at large recommendation. It was seconded by Michael Jones. Motion passed with two abstentions.
6. Appropriations Allocations: Mary Howell presented written report on the allocation of \$ 805,500 which excludes 8% for DHS administrative fees & staff position. This does not include the \$130,000 in new funds for coverage of 19 1/3 counties in Northwest Oklahoma for up to two (2) new call centers. There was discussion about what happens to the \$130,000 if not awarded. Carrie Wiggs said half could be reserved. It was suggested that it would have to be in a revolving fund. Tom Wade commented that the original call centers two years ago had population considered in addition to base amount and suggested that this be done again with new call centers.

Mary Howell reminded everyone that the call centers determine their service area. Tom Wade suggested that one agency interested in being a call center, CDSA was “directed” about the area to cover. Carrie said this was not true and that they could revise their letter of intent. She reminded everyone that anyone can apply for the RFP, but each call center will only get \$65,000 plus marketing funds.

Linda Jenkins said she thought it was difficult to determine allocation without a proposal from agencies. Jim Lyall said we were making some assumptions about

costs for startup. Steve Willoughby reminded everyone that we have specific amount of funds and the RFP has to be based on that.

Tom Wade again said his problem is with the breakdown of the counties served, but Steve Willoughby pointed out that this is determined in the letter of intent and the interested agency can include what ever counties they want to serve.

Jim Lyall pointed out that we need to remember where people go for natural services. Other factor is switches and land lines and where free call zones are, all of which effect cost.

Mary reported that the allocation for support for existing call centers considered population and call volume, and the amount for marketing was based on land mass.

There was discussion on the use of marketing funds. Linda Jenkins asked for clarification and amended wording in the second bullet under "The money will be divided by the following methods:" beginning "This amount awarded to each Call Center....". The amended wording will read: "...shall be utilized among the counties in the 2-1-1's catchment area .....", noting that it should be a good faith effort to market 2-1-1 so that all counties know and can utilize the service.

Motion was made by Brook Borden and seconded by Helene Schwartz and Kelley Riha to approve the recommendation as amended. Motion passed with 11 yes, 4 no's, and one abstention.

7. Resource & Development: Ed Pulido recommended the Collaborative thank Howard Hendrick, Director of DHS for support for 211. Ed also suggested that existing 2-1-1 Call Centers with access to foundation contacts, consider utilizing those contacts to assist with statewide funding. Ed thanked Ada for their work on seeking grant funding on behalf of all 2-1-1 Call Centers.
8. AIRSO: None
9. ADDITIONAL ITEMS:
  - Resource & Development needs to meet in July to look at grants and matching funds.
  - Tom Wade asked that the Collaborative instruct Cheri Ezell at CDSA that she can amend the Letter of Intent. He asked that Steve Willoughby contact Ms. Ezell regarding this issue. Steve agreed to do so.
10. ANNOUNCEMENTS:
  - Bob Stafford was recognized for his efforts and help with the telephone companies.

- Mary Howell distributed emergency preparations information and also asked that the call centers be in contact regarding grant from United We Ride.

The next meeting will take place July 25th at 10:00 am at Aging Services in Oklahoma City.

Meeting was adjourned at 11:25

Respectfully submitted by

Madalyn McCollom  
Secretary, Oklahoma 211 Advisory Collaborative

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