

Oklahoma 2-1-1 Advisory Collaborative
Meeting Minutes
August 31, 2005
Department of Rehabilitative Services (DRS) – OKC

Welcome:

Meeting was called to order at 10:10 am by Toni Frioux, Chair. Those in attendance introduced themselves.

Voting Members Present by Roll Call:

Linda Jenkins for Kathleen Coan (Proxy), Tulsa Area United Way
Pam Cross, Heartline Inc.
Toni Frioux, OK State Dept. of Health
Raymond Haddock, OK Dept. of Human Services
Jim Lyall, 2-1-1 Tulsa Helpline
Madalyn McCollom, OASIS
Kay Seymore, Okla. Telephone Association
Pam Shepherd, AIRSO
D.J. Thompson, United Way of Central Okla.
Dana Trent for LaQuita Thornley (Proxy), INCA/Community Action Agencies
Deborah Price for Brad Yarbrough (Proxy), Office of Faith Based Liaison

Guests Present:

Rachel South, Ada Regional United Way
Tiana Snider, Ada Area Success by Six
Edwina Reddick-Scott, United Way Helpline Lawton
Eric Seguin, Okla. Corp. Commission
Tom Martin, Heartline Inc.

1. Approval of Minutes from July meeting: A copy of the July minutes was sent with meeting notice and attached to meeting packets . Corrections: Tom Martin with Heartline was present at the July meeting. Correction requested to Item #4, last paragraph: Edwina Riddick-Scott requested that the sentence "Challenge was to get United Way Board interested" be stricken.

Motion made by Toni Frioux to approve minutes as amended. Second by DJ Thompson. Motion carried by roll call vote, with one absention.

2. Wireless Service report was given by Jim Lyall. He presented options being used nationally. Some of these options include a toll free number for the whole state for cell calls to go to the 2-1-1 in that area; and a more popular option with each 2-1-1 having its own 800 number which requires re-routing of the cell call. Another mode is cell phone to tower routing to the 2-1-1 which gives more control but is more costly. Suggestion was made to form a task force which Jim offered to coordinate. Need to look at other options and at

expertise already available and then report back to the collaborative. Toni agreed that this was the right approach with also looking at possibly identifying additional funds for this cost in the future. Carrie talked about the fact that cell phone coverage often overlaps state boundaries and there are issues regarding which 211 center the calls outside would go to.

3. Pay Phone Issue: Information was provided by Eric Seguin. A copy of letter was provided that was sent to pay phone providers directing them to make the changes for free 211 service. Biggest problem is changing signage, but routing seems to be working. There was discussion about marketing of 211 access via pay phone. Jim reported that compliance varies with the pay phone companies. Some still have old signage. Not all providers are members of the Pay Phone Association.
4. JOIN: Mark Reynolds reported that OCCY should have the IRis software by Friday and then contracts will be signed. The technical committee will be working on Geo coding and other standardizations.
5. AIRSO: Pam Shepherd reported that there would be a meeting following the 211 meeting today to finalize plans for the fall conference October 20-21. Carrie will do a 211 update at the conference. Other speakers include a representative from the national AIRS organization who will present on new dues structure and other changes at AIRS. There will also be training on Medicare and a motivational speaker. Election of offices, changes to the by-laws and certification testing will be on the 2nd day of the conference.
6. 2-1-1 Designation: Toni Frioux presented the Summary and Site Visit Report for Heartline Inc. She reported that all team members had conflict of interest statements on file. She reported that the Review Team recommended that the 211 Collaborative designate Healthline 211 Inc. as an Oklahoma 211 Call Center serving central Oklahoma.

Motion was made by Toni Frioux to approve designation of Heartline as a 211 Call Center. Second by D.J. Thompson. Motion was approved by roll call vote with one abstention (Pam Cross).

7. Funding Allocation: Raymond Haddock explained that the legislation was explicit that the Collaborative would select the rural call center. He explained that after taking statutes, by-laws, and legislation into consideration, the request for proposals were handled under the local projects process. DHS will accept the rural call center as designated by the Collaborative, along with the legislatively mandated two metro areas and contracts will be executed. Toni Frioux presented report from Mary Howell on the results of the allocation process that was approved by the Collaborative July 17. RFP's were sent out to those I & R's who had sent letters of intent. There were three applicants for the rural call center: Ada Call Center, INCA, and United Way of Lawton-Fort

Sill. The committee met and reviewed the applications using the readiness assessment tool and then interviewed the applicants on August 17. Toni explained the scoring on the readiness assessment used in the review process and explained that Ada scored highest on the assessment tool. She reported that the allocation committee recommended that Ada be designated.

Motion was made by Toni Frioux to designate Ada as the Rural Call Center for allocation of appropriated funds as recommended. Second by Deborah Price. Motion carried by roll call vote with two abstentions by Pam Cross and Dana Trent.

8. Approval of Allocation of Fund amounts: Toni passed out population estimates and proposed allocation amounts. In addition to the \$40,000 established as base funding, the Central Oklahoma Call Center would receive \$218,614; Tulsa 211 would receive \$182,746 and Ada would receive \$19,840.

Motion was made by Kay Seymour to approve allocation of appropriated funds as recommended. Second by D.J. Thompson. Motion carried by roll call vote with one abstention of Raymond Haddock.

9. Appeals Process: Motion was made by Deborah Price to establish appeals process, that the applicants be granted 10 business days from the date of the letter of notification of the selection of the rural area, that any appeal be made in writing, stating the grounds for the appeal, and that the appeal be sent to the chair of the Collaborative Committee with notification of the appeal to all applicants. Second by D.J. Thompson. Motion carried by roll call vote with no abstentions.
10. Reporting: Tiana Snider asked about reporting. Raymond Haddock said that DHS will require financial reports. Progress report will be in the form of the 211 Application. Jim suggested making reports to the Collaborative standardized.
11. Legislative Breakfast & Septemberfest: Carrie reported that the Legislative Breakfast would be on Thursday, Feb. 14, 2006 at the Capitol from 9:00 – 10:30. She asked for volunteers to be there at 8:30. Heartline Inc. agreed to be the non-profit for monetary donations. Carrie will also try to get in kind donations as last year. She reported that she had had trouble getting information about getting a booth at Septemberfest and recommended that we wait until next year to do this. All members present agreed.
12. Other Business: There was discussion about call tracing capabilities. Each 211 will need to address this. AIRS position is that calls remain anonymous as much as possible. This will depend on the level of crisis calls handled. Pam Cross said that they start their call tracing with 911.

Jim Lyall requested that one meeting place be selected for all future Collaborative meetings.

The next meeting will take place at Aging Services Division in Oklahoma City. This will probably become the regular meeting place.

Meeting was adjourned at 11:58

Respectfully submitted by

Madalyn McCollom
Secretary, Oklahoma 211 Advisory Collaborative