

**Oklahoma 2-1-1 Advisory Collaborative**  
**Meeting Minutes**  
September 27, 2006  
DHS Aging Services Division – OKC

Welcome:

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

Those in attendance introduced themselves.

Voting Members Present by Roll Call:

Brook Borden, Okla. Office of Homeland Security  
Toni Frioux, Okla. State Department of Health  
Raymond Haddock, OKDHS  
Mary Howell, Department of Rehabilitation Services  
Linda Jenkins, United Way - Urban Representative  
Madalyn McCollom, OASIS  
Larry Olmstead, Oklahoma Turning Point Council  
Edwina Reddick-Scott, AIRSO  
Helen Schwartz, United Way – Rural Representative  
Kay Seymour, Oklahoma Telephone Association  
Pattie Thompson, Federation of Red Cross Executives  
Tom Thompson, Okla. Dept. of Mental Health & Substance Abuse Services  
Tom Wade, Okla. Association of Area Agencies on Aging  
Steve Willoughby, Okla. Association of Regional Councils

Quorum was established by Roll Call. Ashley Jones, Salvation Army, arrived after roll call was taken.

Guests Present:

Kristina Rudy, 211 of Southeastern Okla.  
Tom Martin, Heartline 211  
Pam Cross, Heartline  
Emily Furney, United Way of Norman  
Ed Pulido, United Way of Central Oklahoma  
Richard Cook, OCCY/JOIN  
Michael Walsh, OCCY/JOIN  
Dorinda Howe, Ponca City Helpline  
Arlita Meek, Ponca City Helpline  
Latricia Bryant, 211 of Southeastern Okla.  
Ronald Boggs, 211 of SE Oklahoma  
Jim Lyall, 211 Tulsa Helpline  
Carrie Wiggs, OKDHS, State 211 Coordinator

1. Approval of Minutes from August meeting: A copy of the August 2006 minutes was sent with meeting notice and attached to meeting packets.

Helene Schwartz asked for a correction to her name. Motion was made by Mary Howell to approve minutes with correction. It was seconded by Toni Frioux. Motion carried by roll call vote, with no abstentions.

2. Call Center Report: Written reports were presented as part of the packets.
3. AAA Presentation: Tom Wade presented information on the Area Agencies on Aging, saying that some existing 211 call centers may not be familiar with the AAAs. He passed out the AAA coverage map and explained that the 800-211-2116 number had been in use since 1998 which directed callers to the AAA in their area. He explained that trained and dedicated staff handled calls. He said that some of the I & A staff have CIRS-A certification from AIRS. He said the AAAs produce resource directories and five (5) have websites. AAAs were created by the Older Americans Act and all provide core services including information & assistance (I & A). He said every AAA was willing to work with the 211 call centers and asked that they receive a report of calls and referrals for their area and would like to see MOUs. He also said that there was a feeling that the 211 call center phone operators don't have experience working with older callers and said that AAA staff would be willing to provide training which could be coordinated through Aging Services Division. Jim Lyall asked if he knew how many calls came through the 800# and Mr. Wade said that these were not tracked at the AAAs, but would be a function of ASD. Mary asked about training concerns and Mr. Wade gave examples of calls that did not receive what he felt would be appropriate referrals.
4. HeartLine 211 Presentation: Tom Martin presented Powerpoint giving history and overview of Heartline and programs under it's umbrella including 211 call center.
5. Appropriations Allocation Committee Report: Mary Howell presented population estimates. To be in accordance with State of Oklahoma processes, the 4 counties, previously served by INCA were put out for bid, with a September 15 deadline. Ada Regional United Way was the only agency to apply for these counties. The Appropriations Allocations Committee recommended that Ada be awarded a partial amount of INCA's state appropriation to cover those 4 counties. This would include the 14 cents per capita award, switching costs, one-year's telephone maintenance costs, and a Part-Time FTE.

This left a remaining state allocation of \$35,000. The Appropriations Allocations Committee recommends to the Collaborative that the dollar amount be divided up among the 3 live and 2 potential call centers, based upon population in their service area. This would give each call center a supplemental award of .01 cents per capita. A funding formula spreadsheet was attached to the packets for Collaborative members to review.

Motion was made by Helene Schwartz to approve recommendations of the Appropriations Allocations Committee to distribute the remaining \$35,000 based on

population estimates to the three (3) live and two (2) potential call centers. Seconded by Brook Borden. Motion carried by roll call vote with one (1) abstention.

Carrie Wiggs reported that after review of the expenditures in the 2-1-1 budget with DHS Finance, Director Hendrick, and Raymond Haddock, it was determined that there was \$42,000 that had been awarded to OK 2-1-1, but not been contracted for. Director Hendrick wished to put with that \$160,000 in one time funding for a total of \$202,000 to be used for 2-1-1 in FY 07. The Director's suggestion was to reserve \$27,000 to offer to an entity that can provide 2-1-1 services to Muskogee and the 5 surrounding counties (Okfuskee, McIntosh, Cherokee, Adair, and Sequoyah). This would equal \$12,700 in one-time technology costs and \$14,300 in operations for 6 months of service. The Director requested that the Collaborative then divide the remaining \$175,000 among the 3 existing Call Centers (Tulsa, OKC, and Ada) based upon call volume percentages. If the Collaborative did not receive a viable applicant for the Muskogee area later in the year, that \$27,000 could be then distributed to the 3 Call Centers as a supplement (again, based on call volume).

Steve Willoughby asked the Appropriations Allocations Committee to convene to determine a funding formula to distribute the additional dollars.

Jim Lyall asked if there were any organizations in the Muskogee and 5 county area committed to quality service as well as finding ongoing funding. Carrie said that the existing organizations in the area have a number of funding opportunities.

Motion was made by Larry Olmstead and seconded by Helene Schwartz for distribution of remaining and additional funding identified by DHS be referred to the Appropriations Allocations committee for determination of distribution. Motion carried by roll call vote with no abstention.

6. Advisory Sub Committee: Ronald Boggs presented Guiding Principles and 2006-2007 Work Plan priorities. No actionable items presented at this time.
7. AIRSO: Edwina Reddick-Scott reminded everyone that the AIRSO Fall Conference was October 26-27 in Oklahoma City. There will be testing on the 27<sup>th</sup>.
8. United We Ride: Mary Howell reported that meetings continued with call centers to determine best use of funds for emergency preparedness. They were working on developing lists of available vehicles. The School Bus association may take this on as a project. UWR will donate money to sponsor 211 website. The next regular meeting will be in Lawton.
9. JOIN: Richard Cook reported that they had a booth at the State Fair and handled out lots of brochures. He said that \$2000 grants for Ponca City and for Lawton were in the works. There will be a 211 Tech meeting on October 4<sup>th</sup> at OCCY.

10. Web Hosting Update: Carrie thanks Mary and United We Ride for sponsoring and funding the 211 website for this year.
11. Vonage Routing Issue: Carrie reported that Vonage had contacted the National 211 office regarding routing issue – a problem because Vonage customers can pick any phone number from any where and so calls may be routed out of state. Vonage asked for routing tables by counties to make sure that 211 calls are routed to the appropriate call center. AT&T also contacted the national office and wanted to put 211 in front of their phone books along with other important numbers.
12. Additional Business/Announcements: Brook wanted everyone to be aware of how generous it was for Howard Hendrick to identify additional DHS funding for 211. She also reported that the State Emergency Management office is planning for a joint operation center and that they were needing to include 211. Edwina said that the Lawton Helpline was already part of the emergency system there.
13. Agenda Items for next meeting: Ed Pulido suggested that the collaborative consider a retreat to develop strategic planning. He said United Way might be able to pay for the food.

The next meeting will take place October 25, 2006 at 10:00 am at Aging Services in Oklahoma City.

Meeting was adjourned at 11:40

Respectfully submitted by

Madalyn McCollom  
Secretary, Oklahoma 211 Advisory Collaborative

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