

**Oklahoma 2-1-1 Advisory Collaborative**  
**Meeting Minutes**  
September 28, 1005  
DHS Aging Services Division – OKC

Welcome:

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

Voting Members Present by Roll Call:

Pam Cross, Heartline Inc.

Toni Frioux, OK State Dept. of Health

Judy Leitner for Raymond Haddock, OK Dept. of Human Services

Kelly Price for John Hudgens, OK Dept. of Mental Health & Substance Abuse

Jim Lyall, 2-1-1 Tulsa Helpline

Madalyn McCollom, OASIS

Helene Schwartz, United Way of Ponca City

Kay Seymore, Okla. Telephone Association

Nita Holstine for Pam Shepherd, AIRSO

Steve Willoughby, ACOG

Guests Present:

Mark Reynolds, ODMHSAS/JOIN

Staff:

Carrie Wiggs

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

Motion made by Helene Schwartz to approve minutes. Second by Steve Willoughby. Motion carried by roll call vote, with one abstention.

2. Call Center Development Report: Carrie Wiggs reported that members of call centers were attending the IRis 3.0 training today. Some people absent today were involved in United Way campaign activities. She reported that Lawton is in the process of forming a collaborative and she has been working with them. She also will be working with Bartlesville, Ada, and Ponca City. Ada is still using February as their start date, but Carrie is encouraging a December roll-out. She reported that Inca is looking at possible funding outside the state appropriations.

Toni Frioux reported that she had not received a request for appeal on the rural call center designation.

Jim Lyall reported that Tulsa had processed 6500 calls in August, over 6000 in September. There has been some tapering off following Katrina. Types of calls remain on target, most coming during the day between 9:00 am and 2:00 pm, and with a steady volume at night. Approximately 4% - 6% are dropped calls. He reported that they had received 25 Spanish calls and that they had launched a 30 second audio PSA in Spanish. The next phase of promotion will be in the community with funding and legislative focus.

Pam Cross reported that Heartline was involved in logistics. They have purchased a new server and 25 computers from Frances Tuttle have been received. They are changing the space to allow for this. They have had good return on their recent updates. They will use volunteers to follow-up with those who did not respond. They have hired 4 new staff who were trained volunteers and will be interviewing for 2 other staff next week. They are having training October 27-28 at Frances Tuttle for 211 staff. Their public launch date is November 14. She also reported that all 7-Eleven payphones will have free 211 access. Fund development is still a need. They have applied to Impact Oklahoma and are involved in awareness efforts with United Way. Other activities include a free PSA and media contacts through the New West Group. They are still working on integrating the Volunteer Center into Heartline.

3. JOIN/211: Mark Reynolds reported that IRIs 3.0 had been received and being installed at all locations. As reported earlier, OCCY brought in training staff from Suncoast for the training being done today. The subscription to the AIRS Taxonomy had been purchased. MOUs were in process.

Steve Willoughby expressed concern with the wording of the MOUs. The agreement as written is between JOIN and the 211 Collaborative, but the same one was being used for individual call centers and those center directors were signing. He felt that they should not be able to sign on behalf of the entire collaborative. Others expressed the agreement that this should be changed so that they were between JOIN and the individual call centers. Mark agreed that the MOUs would be revised to take out "collaborative" and put in the individual call centers and they would be re-signed.

4. Hurricane Katrina Response: Tulsa and Heartline have had calls related to Katrina and Rita. Each have received calls from evacuees and also from those wanting to help. Heartline has been receiving calls from people experiences depression from all the media coverage. Jim discussed all the good work being done by United Way and other agencies. Others shared stories and personal experiences related to the hurricanes. Everyone agreed that everything validates the need for 211. Call centers in Louisiana and Mississippi still need volunteers.

5. 211 Wireless Routing Issues: Jim Lyall reported that the committee met yesterday (9/27). He reported that 2 years ago 20% of all 911 calls in Tulsa were from cell phones and now it is 40%. Steve Willoughby reported that it is 50% in Okla. City. Suggestion was made to have someone knowledgeable with these issues to come give overview of the three options presented at last months collaborative meeting. This may need to be someone outside the state who has experience. We also need to explore Voice Over IP (VOIP). Carrie agreed to contact Lucinda Word who has national expertise or Martha Blaine in Texas. Jim also recommended hiring a consultant to guide the collaborative in implementing the state wireless 211 system as we will have to negotiate with 16 wireless carriers and resellers in Oklahoma.

Kay Seymore reported that the 911 wireless committee are involved in meetings now and she suggested seeing if we could have a 211 representative sit in at these meetings.

Everyone agreed that there needed to be more education and public awareness in the community and we needed to find funding for consultant fee and educational activities.

6. By-Laws Committee: Toni Frioux recommended that we need to look at updating the By-Laws. We need to having proper language according to open records and what constitutes a quorum. Also need to look at who runs meeting in the absence of the Chair. Toni asked for volunteers for the committee. Judy Leitner volunteered. Carrie will send out email request.

Jim Lyall recommended looking again at a "Voluntary Advisory Board". Discussion followed regarding having regular legal council for the collaborative.

7. AIRSO: Nita Holstine reported that everything was set for the conference October 20-21.
8. New Business: Steve Willoughby reported that six counties in Central Oklahoma are voting on enhanced wireless. PSAs were being developed.

The next meeting will take place October 26 at 10:00 am at DRS in Oklahoma City

Meeting was adjourned at 11:58

Respectfully submitted by

Madalyn McCollom  
Secretary, Oklahoma 211 Advisory Collaborative