



Ohio 211 Board of Trustees Meeting
Columbus, Ohio
June 6, 2024
MINUTES

Board Members Present: Franco Formichelli, Vince Brancaccio, Terry Carter, Tanya Kahl, Emily Ruckel, Amy Story, Beca Sheidler, Carrie Dotson, Jeannette Curtis, Kristin McCloud, Alissa Holdson

Board Members Excused: Courtney Walker

Guests: Gavi Begtrup, Hailey Barr, Tiffany Rubin, Tom Kelley, Melissa Clark

Staff: Gayle Walters, Steve Walters

CALL TO ORDER

The meeting was called to order by Franco Formichelli, President of Ohio 211 at 10:05 am.

Approval of Minutes A motion to approve was made by Vince, seconded by Emily . The motion was approved.

Treasurers Report Emily reviewed the budget and expenditures detail year to date. She noted that PNC has all of the paperwork for changing signers, but action on getting signature changes is very slow. A motion to approve the report was made by Tanya, seconded by Kristin: Motion Approved.

NEW BUSINESS

Debit Card Financial Policy

Emily reviewed some recommended changes to financial policies to cover the appropriate uses of a debit card. The changes include:

Edit under "Authority"



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- The Treasurer is responsible for the day-to-day financial management of the organization. The Board authorizes the Treasurer to pay bills (via check, ach, and debit card) receive funds, and maintain bank accounts.
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- The Treasurer is authorized to sign checks or use Debit Card up to \$100.00. Purchases for amounts greater than \$100.00 shall require approval by the President.

Add under "Authority"

- The Treasurer may use the debit card for recurring charges, such as subscription fees, if they are approved budgeted items. Items not part of the annual budget must be approved by the Board before being paid by recurring debit card charges. Annual auto renewals using the debit card are prohibited.

Add under Responsibilities:

- The treasurer is responsible for the Ohio AIRS checkbook and debit card. Only 1 card should be issued and it remain in possession of the Treasurer and be kept with appropriate security precautions.

A motion to approve was made by Amy and seconded by Franco. Motion Approved.

Draft Audit Review

The draft audit report for 2023 from Snodgrass Accountants was reviewed. With a clean audit there was little to discuss. A motion to approve was made by Tanya, seconded by

Carrie. Motion approved. It was noted that the audit report uses an old address. Emily will check with Snodgrass to see if that can be updated.

Committee Structure

Amy reviewed committee structure and assignments. The bylaws require that each standing committee be chaired by a board member to assure continuity. Amy will take over chair of the Advocacy Committee. The governance committee is being shut down.

Contract with Unite US

Tanya reported the contract is complete and we are ready to begin invoicing. Last year's distribution was 80% based on prorated share of ingested records, 5% for the NDP, 5% finders fee and 10% for contract management. Tanya requested that the 5% finders fee be divided equally among UW of Summit/Medina, UW of Greater Cleveland and UW of Greater Cincinnati because of the work done by those organizations in getting the contract done. A



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Motion to approve the distribution based on this formula was made by Kristin, seconded by Terry. Motion approved with Tanya, Amy and Franco abstaining.

Tom asked if there was any consideration given to keeping some of the funds for management of Ohio 211. Emily responded that for this year the budget is OK and there is no need for additional funds for Ohio 211. However, it is an excellent point to consider for future years.

Tanya reported that Unite US would like to offer services to hospitals in Ohio using the Resource Database. Some 211 agencies may already be serving that sector and this would compete with their efforts. It was felt that this should not be pursued for now.

Ohio 211 General Updates

988 Update: Kristin reported that 988 visibility is enhanced by the \$6 million marketing budget for that service. The 988 providers are seeing an increase in calls. 988 providers are certified by CARF. The certification standards used by Inform USA line up well the CARF requirements. This could represent an opportunity to get into the business of certifying 988 providers. There is a 988 accelerator group that has produced a draft document on collaboration with 211.

211 State Leadership Collaborative: Tanya reported that work continues on developing a “style guide” for data. United Way Worldwide is working with Microsoft on NDP pricing market opportunities. The National Leadership Conference is planned for end of October.

Inform USA Affiliate: Terry reported that the group is discussing whether affiliates are needed and perhaps a “federation” model would be preferable.

The Council of States: Amy reported that there have been staffing changes at UWW and that the organization wants to be a leader in the 211 space. Their priorities are leveraging needs data and aligning the network.

Frontline Supervisors: Jeanette reported that due to the diverse nature of frontline supervisors’ job duties it has been difficult to establish an agenda that appeals to everyone. They are considering doing a monthly “drop-in” meeting to provide a networking and information sharing opportunity. It was suggested that some topics of common interest might include leadership skills and managing remote workers.



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Curators Committee: Lessons learned from the eclipse discussed was that there were no problems. The taxonomy group is working on a draft document.

BOARD COMMITTEE REPORTS

Membership Gayle reported that Beca will be chairing the committee. She reported that the annual meeting planned for November 7 and 8 will be held at the United Way of Central Ohio in Columbus. There is no charge for using the facility, so it is easy on the budget and the facility appears more than adequate for our needs. The committee is putting together an agenda that will include a key note speaker, a panel of experts and breakout sessions for different interest groups.

Marketing Committee: Carrie Dotson is now chair of the committee. Gayle reported that she is finishing the newsletter. A draft will be going out soon for review. Updates to the website are awaiting information from Inform USA.

Business Development Committee: Tanya reported that with the top priority of the United States contract put to bed, focus now turns to conversations with various parties within state government. Gavi and Tanya attended a meeting with Recovery Ohio that included about 10 different state agencies. They have produced a white paper that includes some language favorable to working with Ohio 211. This needs further review.

Designation Committee: Terry reported the committee has not met as there are no designations in process. Sandusky, Mercer, Erie, Stark and Athens may be interested.

Statewide Resource Database & Technology Committee: Tanya reported that the committee is focusing on preparation for the potential for contracts with state agencies. The Connect 211 project has been delayed but is expected to be complete in the next few weeks.

There was discussion about individual 211s selling a local data project versus a one-size-fits-all approach for statewide products. There was also a discussion about data security with the potential for local 211 agencies providing access to a searchable database on their websites. Tanya will talk to Connect 211 about branding locally.

Advocacy Committee: The committee has been heavily focused on putting the budget together. Tanya reported that some 211 agencies around the country have run into problems with providing referrals to planned parenthood agencies. In some states, including Ohio,



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referring someone for pregnancy termination services may be illegal. Tanya has discussed with an attorney and it was felt that referral is equivalent to “promoting” the service, which is illegal. Overall, it was felt that additional legal opinions should be sought and some offered to check with their attorneys. It is also hoped that UWW might take a position. This is an issue that needs clarification before proceeding with requests for funding through state agencies. Amy stated that the law can’t dictate a private funder.

Tanya also reported that Maryam is back from maternity leave and will be picking up the advocacy meetings starting June 20th at 2 pm. Amy Story is chair.

ADJOURNMENT

The meeting was adjourned at 12:43 pm

Next Meeting Date: September

AFTERNOON SESSION OF STRATEGIC PLANNING

Inform USA Conference Takeaways

The national meeting was held in Grand Rapids, MI with a number of members attending from Ohio. There was a significant focus on AI applications for 211. A program called

Yanzio is being utilized with 211s to clean up resource directories. Greg Bloom gave an alarmist perspective on AI. LinkLive provided a demonstration on things Pennsylvania is using it for including virtual chat sessions and transcription. Gavi stated that Ai will help navigators on the backend work faster.

CareSuite Software: Developed by LA211 this product may offer an alternative to currently used call center software. UW Greater Cincinnati is installing and will be going live around July 1. They will share their experience with the group at the September board meeting and could do a demo for us at the annual meeting. Tanya stated the costs are unclear at this point.

DCY White Paper: DCY produced a white paper that was shared with the board. It was felt that the document may offer some opportunities for Ohio 211 and it should be reviewed carefully by board members for input. There were discussed about follow-up on calls and



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clarification of what a 211 vs a DCY call is. It was agreed that staffing should be a 211Liaison. More feedback is required along with input on a job description.

Terry felt it was important to let them know that if disasters happen we have to focus on just that and perhaps drop some services that are nonessential. Kristin stated that FEMA is going to use case managers.

Adjournment: Motion to adjourn by Tanya and seconded by Emily. Motion approved.