



Board of Directors Meeting
Minutes
May 2, 2024

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

Excused: Carrie Dotson

Guests: Gavi Begtrup, Kristina Scott, Tom Kelley

Staff: Gayle Walters, Steve Walters

CALL TO ORDER

The meeting was called to order by Terry Carter at 10:03 a.m.

APPROVAL OF MINUTES

Motion to approve by Beca, seconded by Tanya. Discussion: Tanya suggested the paragraph under Managed Care Organization discussion be removed and replaced with broader language about exploring how 211 can help meet the needs of their organization beyond just a focus on the resource database. With that change the motion was approved.

TREASURER'S REPORT

Emily reviewed the budget and expenditures detail year to date. Motion to approve the report by Kristin, seconded by Courtney, Motion Approved.

NEW BUSINESS

Unite US Contract:

Tanya reviewed the history and details of the agreement with Unite US. The renewal has the same terms as last year with an evergreen clause to renew annually. Motion to approve signing the contract by Tanya, seconded by Terry, Motion Approved. A question was asked about the possibility of any 211 not wanting to participate. A separate contract addendum authorizing their ongoing participation by

each 211 will be sent out. It was also noted that the agreement does not require engagement by each 211 with Unite US. Each 211 is free to pursue their own arrangements with Unite US if it is in their best interest to do so.

Bylaw Changes

Amy reviewed changes to the bylaws focusing on officer roles and committee structure and function. She noted that included is a requirement that each committee be chaired by a board member. Gayle will update her “colorful” committee membership document accordingly. Motion to approve the revised bylaws made by Amy, seconded by Beca: Motion approved.

Statewide Budget

Tanya reported that we were asked by the state to provide them a budget for the purpose of engaging the state via the governor’s budget and to know what it would cost to immediately add 211 service to those counties currently without. The budget includes Resource Database (RDb) buildout, phone routing and other essential elements. Immediate budget for expansion is \$755,000 for the first year.

RecoveryOhio Advisory Council is a grouping of several state agencies that is interested in expanding 211 service and accessing the resource database. Motion that the first year expansion budget of \$755,000 be approved by Tanya, seconded by Emily: Motion Approved.

Ongoing operating budget was discussed. Goal is to look at collective costs for an improved statewide system, of which the state would fund approximately one third. That support would include access to the RDb with customization for different departments. It could also include fee for service activities such as screening calls for some departments. \$9.75 million is currently being spent by our Ohio 211s and the coordination through Ohio 211 is \$110,000. If we add in the expansion costs of \$755,000 and state coordination of a large grant would bring us to \$10.4 million. If we want to ask for one third of the costs we are looking at a \$4.3 million ask of state. This is comparable to Michigan who has operating costs of approximately \$10 million. An optimal ask includes \$1 million for marketing 211 and other activities. This compares to \$6 million for marketing of 988. The mix of state vs. local funding was discussed. It was felt that maintaining local support is important. The political ramifications of being dependent on state funding were discussed.

Kristina made the point that we should ask for more than we hope to get, because whatever we ask for will get cut back. Also, do we need more for marketing? It was noted that increased volume due to

increasing marketing efforts should be considered in the operating budget assumptions. More work will be done to refine the budget and bring it back to a future meeting.

Name Usage

Tanya reviewed name and logo usage for Ohio 211 and Inform Ohio. Motion to approve by Tanya, seconded by Alissa: Motion Approved.

Emergency Management Conference

There is an upcoming conference on December 5th and 6th for Ohio EMA Directors. Tanya and Terry will submit a proposal to that group to present at their meeting. Submission is due by June 1. Motion to approve with that submission by Terry, seconded by Tanya: Motion Approved.

OHIO 211 REPORTS AND UPDATES

988 Report: No report

211 State Leadership Collaborative

Tanya reported a national grant was received by United Way Worldwide and other non-profits. There is several Billion in funding to help low-income households with climate change. No local markets have been selected yet.

A 211 leadership summit is scheduled for later this year along with the Inform USA conference. They have also been working with Microsoft to look at NDP data to see if it can be cleaned by AI.

Inform USA Affiliate

Greg Bloom is reaching out to affiliates. Terry suggested that support for Auditing and legal assistance with contracts, etc. would be helpful.

Nominating Committee No report.

Membership Committee

Quest has been reserved for the dates for the annual conference. All board members are invited to join the next membership meeting for brainstorming.

Marketing Committee

Newsletter is being worked on. The last newsletter had a 68% open rate, which is very encouraging, and we are seeing increased clicks on articles being provided by 211 agencies. Please provide stories that can highlight a program offering. We will be working on a split of the website between Ohio 211 and Inform Ohio.

The Council of States:

Amy reported they are still looking for a purpose.

OHIO 211 BOARD COMMITTEE REPORTS

Governance, Bylaws and Organizational Structure

Amy reported their work on bylaws is done for now with today's approval.

Designation Committee

No activity right now but need to visit process for revoking designation if necessary.

Resource Database Steering Committee: They recently had a good discussion of differentiation with Curators' workgroup and the resource database steering committee. Looking at database fields to bring more consistency across 211 agencies for search capabilities.

Advocacy Committee

The committee is now meeting monthly while working on a budget to drive advocacy discussions. It is getting to crunch time to get into the governor's office for budget discussions. Kristina also discussed that in Florida's Sarasota County recent action with defunding local 211 because of inclusion of Planned Parenthood. Kristina has reached out UWWW for talking points. Keeping eyes on HELP Act funding (probably won't happen this year). There is no news on the Earmark request. Terry noted that Senator Romanchuk is encouraged by efforts to reach out to educate legislators and their staff on 211. Broadband Ohio was also discussed as an initiative that could be important to funding 211. Digital Equity Act.

ANNOUNCEMENTS

211 Connect

Tanya reported that we now have participations forms back from everyone. To get that there is an agreement that site will not be published until everyone approves.

AI for Minutes

Gayle asked if there any objections to using the zoom AI function to assist with minutes. There were no objections.

ADJOURNMENT: Motion to adjourn by Amy, seconded by Tanya: Motion Approved.

Next meeting: June 6, 2024 at the United Way of Central Ohio.