



**Ohio 211
Board of Trustees Meeting
January 9, 2025
MINUTES**

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

Board Members Excused: Amy Story

Staff: Gayle Walters, Steve Walters

Guests: Richard Shutes/211 Inform Florida, Gavi Bagtrup, Melissa Clark, Jessica Cimino, Dr. Tonia Pace, Sandra DeSteno, Tom Kelley, Tiffany Rubin

Call to Order: The meeting was called to order by Franco at 9:05 a.m.

Introductions: Dr. Tania Pace was introduced and replaces Sue Hanson as the Executive Director of Helpline of Delaware/Morrow County.

Approval of Minutes: Kristin moved that the minutes of the December 7, 2024 meeting of the Board of Trustees be approved as distributed, seconded by Beca. **Motion Approved.**

Finance Report: Emily reviewed the December statements. The first Unite US payment was distributed in December. The second payment should be received in the next few weeks. Payments to centers will be recalculated based on updated record ingestion data. Revenue and expenses were reviewed in detail. Tanya moved that the finance report be accepted, seconded by Alissa. **Motion Approved.**

Budget Discussion: 2025 draft budget was reviewed in detail (see attached). Any funding from the State of Ohio is unknown at this time so the budget will be adjusted accordingly if we are successful in obtaining funding. Total revenue expected to be approximately \$269,000. Under expenses financial support of \$4,000 for Advocacy Day in Columbus was reviewed. Expected division of Unite US revenue to 211s is expected to stay the same but Ohio 211 will retain the 15% previously paid out as a finders fee and for contract management. Tanya moved, that a financial review be conducted for fiscal year 2024, seconded by Terry. **Motion Approved.**

Tanya noted that insurance costs may increase this year based on UWW requirements and attorney fees may also increase. She also suggested that the line items related to managing contract deliverables and finder fees could be re-purposed. On D&O insurance Steve will reach out to Weichert Insurance for a

quote. Amount to increase to \$4,500 as a place holder. Terry asked if funds should be budgeted for the Inform USA annual meeting—in the past it was \$3,000. Terry moved that the 2025 budget be approved with changes as discussed, Vince seconded. **Motion Approved.**

Guest Presentation: Richard Shute discussed the 211 national steering committee. Marketing, technology, best practices and other areas are the focus of effort. The Steering Committee is independent, supported by both UWW and Inform USA. Disaster Planning is a focus. The committee is seeking more engagement to support its efforts.

Membership Engagement Committee: Beca reported that annual conference evaluation forms were quite positive, especially regarding content. Gayle has already booked the UWCO for November 6, 2025. Discussion regarding content has started as well as fees and parking, which turned into an issue for UWCO this year. The committee also wants to consider sponsorships. Terry added that non-211 representatives attended. With the change in national affiliation we may want to address how to get non-211 agencies engaged, including a lower cost dues structure for non-211's.

Marketing Committee: Carrie reported that the newsletter continues to go out. There were a lot of updates to the mailing list with changeover in elected officials and staff. Vaughn will provide an updated email list for the newsletter for legislators. There is also a constant need for content for newsletters. If your agency is doing something interesting or newsworthy, please let Carrie or Gayle know. The website continues to be updated. We will be working on promotion for 211 day, and advocacy day at the capitol.

Business Development Committee:

- **DCY:** Tanya asked 211s to meet with their local Child Care Resource & Referral Center to discuss collaboration with the Parent and Youth Ambassadors that DCY is funding. Focus should be on how our 211 resource database can be used by their staff and cross-referrals to each other.
- **HPIO Data Request:** Tanya discussed sharing of NDP data with HPIO. Gavi is assisting in the data extraction. Nine of the fourteen have responded.
- **Recovery Ohio** Met with the company that was selected through their RFP about a potential subscription contract with 211.
- **Care Suite:** A group subscription was discussed at the November board meeting and discussion continues. Gavi has the lead. An assessment of resource database needs will be necessary to get a quote from CareSuite.
- **Unite US** – There was a discussion concerning the Unite US contract. Tanya informed the group that if we were going to discontinue with our renewal , that notice was due today.

Designation Committee:

- Pike County and Erie County both remain in discussions.
- Committee members expressed interest in sharing job descriptions for resource database admins. If anyone is willing to share they can be uploaded to the google drive or email to Terry.
- Terry introduced Melissa Clark, LSS, representative replacing Courtney Walker.

Statewide Resource Database Steering Committee

Tanya reported that the committee met in November but did not meet in December. They are continuing to follow up with mapping for Connect 211. An update is in place and we are close to finalizing a solution and eager to review the results. Researching which fields are being mapped to the NDP, continued follow up with both Connect 211 and Unite Us about NDP v 2 – Connect 211 is targeting completion of transitioning our site to NDP v 2 next week and then we should be able to finalize this project. Also discussed next steps with additional counties and set an Ohio 211 Taxonomy approval process that involves the curators committee.

Advocacy Committee: The committee has been very active and met in both November and December with subcommittees working on items. Reminder to mark calendars for the advocacy day on March 19.

March 19 is Advocacy Day at the capitol. On 211 day we will hold a lunch and learn at the capital focusing on educating new legislators and staff about the role 211 plays. The sign-up link was in the last newsletter. The committee would like every 211 to mark their calendars and plan on participating and also ask the designees in any county you serve to attend. Encourage bringing board members or other advocates to help champion 211. We have 6 211s attending and speaking and have already invited the legislators/legislative staff. Tanya led a discussion about identifying champions for next legislative session and reviewed which legislators will be in leadership roles in the majority caucuses. Committee chairs will be decided around middle of this month. There are a few members of leadership we need help with – Michele Reynolds (LSS and Fairfield); Susan Manchester (Helpline and AAA).

If you have a newly elected legislator, we would like you to introduce them to 211 and invite them to visit. Also, we will be jointly targeting any new legislators on Finance Committee in particular once that is set.

988: Vince reported that 988's have been asked to sign a network agreement from SAMSA and Vibrant that is not well received.

211 State Leadership Collaborative: Tanya reported there are new guidelines for use of the 211 logo. The guidelines have not been published yet.

The 211 Impact Survey has been streamlined and should be open already but I haven't seen a link; purpose of asking for total calls received is to show how much demand exceeds capacity and the need for funding at a high level – Goal is to submit by end of January – officially due on 2/7 – results will be published in March rather than by 211 Day. There are new brand guidelines for the 211 logo (very small changes).

Announcements: Tanya reported that UWSM has a new Executive Director, Annie McFadden, who is very well versed in 211. Gavi reported that UWGC has leaned in to assist LA 211 in dealing with the fires. Gavi reviewed discussions with Care Suite which are ongoing.

Adjournment to Strategic Discussion: At 11:40 a.m. Beca moved that the meeting be adjourned, Alissa seconded. **Motion Approved.**

Submitted by,

Carrie Dotson
Ohio 211 Secretary

The meeting was adjourned to the planning session of the board and included discussion on the following:

By-law Revisions – The discussion was around being a membership organization and how that is structured. Executive Committee had voted to ask attorney to review the By-laws but before doing that Tanya has done some research felt basically there are two main options: 1) a membership organization where 211s make up the board or 2) a broader board with larger stakeholders and a defined number of seats for 211s – shifting the 211 representation to an operations council.

Ad Hoc Committee in Preparation for State Funding – At the November board meeting we discussed this. No Ad Hoc committee was formed by the Executive Committee which would include Executive Committee members and others to look at management agreements, employees versus contractors, other potential legal issues. Franco felt the new committee would spearhead issues that arose out of a contract. Emily has connected with Carrie's organization as fiscal agent. Tanya has samples of those types of agreements. Most of this work – other than the Bylaws can fit under the work of other committees that we already have.

County assignments – Designation committee met with Pike and they are interested in standing on their own. Discussion took place about how to put together stakeholders. There is a strong interest by our 211s in covering other counties if funded. Tanya suggested tabling coverage of southern counties until funding is decided. Terry is going to reach back out to Erie and Pike.

Reporting: There were questions previously surrounding reporting and the Business Development Committee will be doing most of that work.