

**Minutes:**  
**Thursday, Oct. 25, 2007**

**“One Call Does It All”**  
**A Subcommittee of the CLC, Basic Needs Quadrant Group**

Thanks to Kelli for facilitating today’s meeting.

Present: Mary Johnson, Kelli Rucker, Sarah Rebman, Pat Critchfield, Helen Corbett, Selena Jaramillo, Barb Wilkins Crowder, Nan Jenners Bryant, Maureen Ewing, Michele Waite

- I. Introductions, Announcements, Updates
  - a. BCASD Management Updates – Contract has been signed between the State and Visionlink. Larimer county will begin population their database. The I&A position is open at .6FTE.
  - b. Who is/are the Populations One call will serve
    - i. 50+
    - ii. Each entity defines who they serve.
    - iii. CPWD has a role in taking “cases” ie. level 3. Michele will call David and set up a meeting with Rosemary, David and Michele. Need to have a specific conversation. Michele will also visit with APS supervisor.
- II. Framework and Continuum handouts updated only with the phrase “connection management” in them.
- III. Discuss Marketing and Outreach
  - a. \$2000 for marketing efforts – to whom re: what and when – Consider bringing in a consultant to discuss the approaches – One Call, Any Door, 211, First Call, etc.
  - b. Create Our Future promising practices table display – Helen will staff the table from 1130 to 1215. Michele will have index cards ready and any other committee members please assist. We will facilitate conversation re: When you made a call for information or searched the web for information – what was it like when it was excellent? If folks don’t have time to visit – hand out a card. We will record answers.
  - c. Marketing:
    - i. Start with marketing our “collaboration” to community partners, any door will do.
    - ii. Increase awareness – to different entry points and we need something to take with us to give agencies/churches, etc. like the framework.
    - iii. Shift what “one call” to “any door” could be. First call?
    - iv. When we’re ready to market the product (after i.) then we marketing “first call”.
- IV. CLC
  - a. Indicators – use the framework as the beginning of this discussion.
  - b. Annual Report – brainstormed what else to include:
    - i. Include people to be trained, training opportunities
    - ii. Clarify warm transfer and follow up if warm transfer not possible
    - iii. Include that an advisory board will be formed
    - iv. Include information about visionlink and research in best practices

- V. Role of Advisory Committee
  - a. Review and seek out additional appropriate partners
  - b. Memorandum development
  - c. Inclusion/exclusion policies
  - d. Evaluation of the program
  - e. Raise funds, seek resources OR review budget?
  - f. What is the relationship between BCASD and Advisory Committee? Who is the “driver” – Aging Services
  - g. Membership of the committee is both partners and customers
  - h. They are advisory to BCASD
  - i. They could be a part of a foundation
  - j. One call committee will decrease as Advisory Committee develops
  - k. BCASD will figure out who the advisory committee is
- VI. Timeline
  - a. This “one call committee” will end in Feb. and the Advisory Committee will take over in March. We can assist by identifying priority tasks..
- VII. Nov. and Dec. meeting dates
  - a. November 29<sup>th</sup> , 11:15 am – 1:15pm
  - b. December 27<sup>th</sup> , 11:15am – 1:15pm
- VIII. Agenda, November
  - a. Use framework to capture elements of a memorandum of understanding
  - b. Distribute handouts; framework, flow chart, continuum
  - c. Michele, Rosemary, and Alicia report back on advertisers
  - d. Reports on contacts made re: Connection Management
  - e. Funding/Budget (Rosemary, Barb, Ann, Kelli) What are we funding?
  - f. Alicia’s report back re: marketing to seniors and funding