IOWAccess Advisory Council Meeting
Minutes of September 27, 2000

F i n a l

Present: Richard Varn, John Wellman, Steve King, Carol French-Johnson, Corlis
             Moody, Herb Strentz, Bob Skow, Craig Hiemstra, Quent Boyken, Gail
             Flagel, Dick Neri, Marsha Carter, Libby Jacobs, Marsha Ternus, Greg
             Stevens, Kelly Hayworth

Absent: Jane Ginapp, Julie Shomshor, Bob Dvorsky

Guests: Glen Dickinson, Bill Haigh, Erwin Erickson, Nancy Richardson, Anissa
             Cowley, Dave Arringdale, Ken Adrian, Leann Brunnette, Joe Weinman,
             Dee (accompanying John Wellman), Dan Combs, Diane Van Zante

1) Introductions – This is the first meeting of the newly formed IOWAccess Advisory
   Council, per Senate File 2395. Members of the first IOWAccess Advisory Council
   were invited to attend the kickoff meeting of the new council to provide a historical
   perspective of the issues faced during their tenure. All those present introduced
   themselves and explained their affiliation with the council.

2) Discussion of duties as outlined in Senate File 2395 - The Council is an advisory
   group regarding digital government and the provision of electronic services to Iowa
   citizens. Digital government work necessitates your advice on priorities, issues that
   we should worry about (such as privacy), trends and needs for Iowa (both technology
   and service needs), specific duties as listed in the handout (recommending rates,
   recommending the priority of projects, measuring success, recommending
   expenditures for IOWAccess, adoption of rules, and advocating for both access and
   privacy).

3) Election of a chair - Quent Boyken nominated Carol French-Johnson. No further
   nominations were received. The nominations then closed. A verbal vote was taken
   with all those in favor voting yes. There were no opposing votes.

4) History of IOWAccess - (three handouts distributed). Carol advised that the IITT was
   formed prior to the first IOWAccess Advisory Council. IOWAccess grew out of that
   group. Nancy Richardson explained that the first council was in existence for a
   couple of years and met to advise Rich and the technology department regarding
   IOWAccess. IOWAccess was built to be the single point of entry via the Internet to
   state government services and information. Iowa Interactive was awarded the
   contract to build this portal. The first council spent the preceding two years wrestling
   with policy matters (personal privacy vs. open records, how do we fund IOWAccess,
   looked at the kinds of things that could and should go on the network, contemplated
   advertising). Quent Boyken added that the council had talked extensively about a fee

(charging fees for access to or receipt of the information) versus an appropriation method of funding. Marsha Ternus clarified that Iowa Interactive is not the owner of any data that is put on the web, just the builder. Libby Jacobs stated that the objective was a seamless system that was accessible 24 hours a day, 7 days a week. It was driven by a customer service focus to make government services more convenient and more accessible, and specifically designed that there be <u>one</u> entry point for people to go to access the information. Herb Strentz mentioned that we are covered by the open records and open meetings law.

Rich gave an overview of the BB & T Capital Market report: We will make the full report available to the council.

5) IOWAccess today and current projects - (see handout)
   a) online marriage, birth, death – the legislature appropriated money for this
   b) online tax filings - several are available online now
   c) online hunting, fishing, boating - target date is first quarter of next year
   d) vehicle driver license and registration renewal - vehicle registration fairly soon, driver's license probably not for a few years yet
   e) online professional license renewal and verification

Dan Combs, Director of the Office of Digital Government, reported that we have changed our contract with Iowa Interactive. We have contracted with four of their staff to develop web pages for us. We are funded to provide this service via Iowa Interactive. We are working to create application development within the Information Technology Department (ITD). Almost all of the state agencies now have a web presence through the state portal. We need to expand and develop more applications on the existing pages. We hope to have state employees develop most of these applications, but there could still be a limited amount of outsourcing.

6) Business plan and future direction – Tabled until a future meeting.

7) Targets and priorities for digital government - Tabled until a future meeting.

8) Sponsorship RFP - We need to generate income for IOWAccess. Sponsorship (similar to advertising) seems to be the best option. All fees for access or fees for convenience need to be approved by the legislature before being enacted. Sponsorship of web pages has received the Governor's support. The sponsorships would be placed by a chosen broker whose responsibility it would be to solicit and oversee a set of specific guidelines (such as ads being content neutral, legally applicable to all Iowa citizens, etc.). We are putting together an RFP to look for someone to manage this effort. Florida already has a program in place and has chosen a vendor called GovAds (www.govads.com). An issue was raised about sponsorship on some web pages -- are we willing to sell the perception of integrity in state government as a trade off for having sponsorship on state web pages? Libby recommended that we form an enterprise wide policy on sponsorship allowed on state web pages. The question was

posed -- is the selling of sponsorships for IPTV programs different that sponsorship of web pages? At the very least we should have a disclaimer. With the Governor's support, we are going to go ahead and issue an RFP. At the next meeting or the time after, we should have a recommendation on a vendor and RFP.

9) Wrap-up -- Proposed meeting the morning of Nov. 9 (topics to include budget, RFP, legislation). This date does work for quite a few of the members.   We will also look for another date the following week as a backup.