IOWAccess(TM) Advisory Council
Minutes of October 27, 1998 Meeting

Present: Diane Kolmer, Jean Rommes, Jim Youngblood, Dave Arringdale, Kent Hiller, Dennis Guffey, Carol French-Johnson, Herb Strentz, Joe Weinman, Joe Alber, Lorrie Tritch, Quent Boyken, Nancy Richardson, Dennis Dietz, Gerry Bair, Monty Bertelli, Stan Kuhn, Libby Jacobs, Lowell Sneller, Linda Plazak, Tamara Dukes, Diane Van Zante

Absent/No Representative: Marsha Ternus, Bob Rafferty, Susan Whitson, Steve King, Tom Shepherd, Steve Falck, Robert Dvorsky, Cris Plocher

1) New Members/Introductions/Opening Remarks - The council has three new members: Lorrie Tritch, Department of Human Services, who is present today, Representative Steve Falck, not in attendance, and Senator Robert Dvorsky, not in attendance. Due to the large number of people present at our meetings, Diane Kolmer suggested that council members be seated at the conference table, and support staff sit in the chairs around the outside of the room. Our by-laws state that the Director of Information Technology Services may appoint someone from the Auditor's Office to sit on the Council unless doing so would create the appearance of a conflict of interest. The Auditor's Office is being contacted to address that issue.

2) Minutes from September 29 Meeting - The only revision to the minutes e-mailed to the Council on September 22 was to item four, line two, "are subject to the open meetings and open records laws" (additions are in italics). That noted, the minutes were approved as written.

3) Role of the Advisory Council - Diane Kolmer clarified the role of the Council. The executive order and by-laws state that the Council is to act in an advisory capacity. The members are not tasked to be the ultimate decision makers in policy, financing, etc., rather their function is to make recommendations to Information Technology Services, to act as an advisory board.

4) Current and Planned Projects - handout (IOWAccess Network Development Matrix) and discussion by Kent Hiller. The handout consists of three pages. Page one lists ten projects which are in process, page two identifies seven potential projects which are the result of agency meetings, page three shows the projects which have been completed.

Joe Alber expressed concern that some agencies might be developing their own websites and applications and not coordinating them with us, thus there might be duplication of effort by those who are unaware that the network is being created.
Kay Arvidson (Iowa Interactive staff) mentioned that Iowa Interactive is putting together a newsletter to all the state agencies so that they know what Iowa Interactive and ITS are doing. Lowell Sneller also meets with a group of people in charge of web page development for their agencies, and one of their aims is to have continuity across state government. Some agencies have already developed web pages independently, so the challenge will be to connect them to the network. This is another reason to adhere to web page standards. Regardless of what level each agency is on, Iowa Interactive wants to meet with them and offer them their resources.

5) Discussion and Approval of By-Laws - Quent Boyken has been instrumental in writing by-laws for the Council. Since the last draft, Quent has received a few suggestions for revision and they are detailed in the handout he distributed at today's meeting. After walking the Council through the suggested changes, Quent advised that he was in agreement with the changes and recommended that they be incorporated. Monty Bertelli also brought forth some suggestions for revision. Current by-laws state that the secretary is an elected officer; as things now stand, this is not the case. Monty made a motion that this portion be deleted and we accept wording that states the secretary serves in a support function and is not a member of the IOWAccess Advisory Council, but is appointed by the Director of ITS. This revision was unanimously agreed to. Other revisions were also suggested and will be incorporated.
Quent then moved for approval of the by-laws to include all the suggested revisions. Approval was unanimous. Quent will make all the revisions and distribute a final copy. When completed, Kent Hiller will post the by-laws on the website.
The by-laws state that members will hold terms of one, two or three years. Some members are exempt from terms, others may be reappointed. Terms were randomly chosen during the meeting for all non-exempt members. Terms are as follows:
Diane Kolmer - 3 Marsha Ternus - Exempt Dennis Guffey - 2
Jean Rommes - 3 Carol French-Johnson - 2 Steve King - Exempt

Susan Whitson - 2 Bob Rafferty - Exempt Libby Jacobs - Exempt
Joe Weinman - 1 Gerry Bair - 2 Cris Plocher - 1
Quent Boyken - 2 Stan Kuhn - 3 Steve Falck - Exempt
Herb Strentz - 3 Lorrie Tritch - 1 Robert Dvorsky - Exempt
Dennis Dietz - 2 Monty Bertelli - 3
Joe Alber - 3 Nancy Richardson - 1

6) Advertising - Dave Arringdale passed around a white paper on advertising that he wrote. The paper is not intended as an argument for or against advertising, simply an overview of trends and information for consideration. Dave commented that Internet ad spending is definitely on the rise. Kent Hiller reported on the advertising policies in other states (this information was e-mailed to council members prior to today's meeting). Libby Jacobs asked if "sponsorship" falls under the definition of advertising. Kent Hiller referenced a research paper prepared by the State of Massachusetts that addresses advertising on a state website. The document can be found on the Internet at http://www.state.ma.us/osc/webadv/index.htm. Lorrie Tritch advised that the Department of Human Services and Attorney General's Office are currently in discussion about advertising government services on the Department of Human Services' website. The Attorney General's Office is not comfortable with the idea. Monty Bertelli did some research on advertising and passed around copies of a document he found on the subject.
The Council decided that it was not necessary to make policy decisions right away, so will continue to collect information on the topic and consider it again at a future meeting. This issue will also be important to the discussion of web standards. Joe Alber asked if there was any value in creating a subcommittee to study funding options. While there is a strong interest in funding the network via a fee structure, the subcommittee could begin to conceptualize potential revenue streams. A motion to create a subcommittee passed unanimously. Joe Alber agreed to chair the subcommittee and Monty Bertelli, Libby Jacobs, and Jean Rommes agreed to serve on it, with Dave Arringdale available as a resource.

7) Funding - Fee-Based vs. Appropriation. We have had good discussions on this, however we will have a new Governor in the near future. Until we determine what the new Governor wants, it would serve little value for us to make recommendations.
The question was posed, "Is financing for the current fiscal year an issue?" Federal funding should carry us through September, after which there is a $400,000 appropriation. Our goal now is to build the network. The more money we have, the more we can build, the less money, the less we can build. Iowa Interactive's original proposal was a fully self-sustaining one.
Batch customers pay the lion's share of the fees in other states (refer to handout from Kent Hiller). Batch subscribers are generally customers who request a large volume of records, often information resellers. Quent suggested that we have a handout of all the fee-based services in other states. Iowa Interactive will pull this information together and e-mail it to council members.
Are we generating any revenue now? No.

8) Proposed Network Budget - (refer to two handouts, one is a three year operating budget, the other one is IOWAccess Network Staffing). The bulk of the budget is devoted to staffing. In addition, there are start up costs, marketing costs, operating lease payments. Fiscal year 2000's budget is $1,250,000. This is Iowa Interactive's budget. Iowa Interactive is under contract with Information Technology Services.

9) Announcements/Wrap-Up -- Due to time constraints, two items from the agenda were tabled until the November 24 meeting. That meeting will begin at 9:00 a.m. and will be held in the ICN Room at the Department of Economic Development. A reminder was issued concerning the November 12 reception to kickoff the IOWAccess Network. Please review the document on web standards that you received via e-mail prior to today's meeting and get back to Diane Van Zante with any comments.