InforME Board Meeting Minutes

Date: **Thursday, May 25, 2016**
Time: **1:00 PM - 3:00 PM**
Location: **19 Union Street, Augusta, ME**

Attendees
Board members present:
Greg McNeal
Dick Thompson
Carmel Rubin (non-voting member)
Barbara Redmond (proxy for Secretary Dunlap)
Chris Pinkham
Curtis Picard
John Martins
Anne Head
Kathy Montejo
Kelly Hokkanen (remote)
Dan Andrews - (non-voting member)

Guests and State Agency Members:
Eric Stout - OIT
David Welch - DHHS
Robin Frost - DHHS
Bill Swan - IF&W

InforME Staff:
Kim Duplisea
Todd Tolhurst
Dominic Eramo

1. **Welcome and Introductions**
   Greg McNeal called the meeting to order at 1:00PM.

2. **Adoption of April Minutes**
   Minutes were adopted.
   > Motion: Curtis Picard
   > Second: Dick Thompson
   > Vote: Unanimous

3. **Service Level Agreements and Voting Items**
   A. DPS Inspection Sticker Purchasing Online Service
   Dan Andrews explained that the current process is a multi-step manual process of checking and fulfilling 40 orders a day and 10,000 orders a year. Both DPS and the inspection stations are looking forward to this application since it will significantly streamline the process. The application will utilize a self funded model through a

transaction fee that the the service stations will pay. Electronic checks will be available as well as credit cards.

Greg McNeal asked how many inspection stations there were in the state. Kim Duplisea answered that there are about 3,000.

Curtis Picard asked what happened to unused inspection stickers at the end of the year. Dan Andrews answered that be believes the service stations can be return them to DPS for a credit.

Greg McNeal asked if there were any risks for the project and asked to confirm if InforME expects low adoption to start. Dan Andrews responded that realistically 30-40% is expected, however, the credit card option should drive up adoption quickly.

Greg McNeal asked if any other states offered this service. Dan Andrews responded that there are no states he knows of doing this but some states have applications for tracking the actual inspection information, which may be pursued by Maine in the future.

The Board Voted to Proceed with the Project.
      Motion: Chris Pinkham
      Second: John Martins
      Vote: Unanimous

B. DHHS Well Water Licensing Online Service
Dan Andrews explained that time and materials funded projects over $50,000 are always brought to the board for approval and this application will allow well diggers, water operators and site evaluators to renew their licenses online. InforME offered the agency multiple funding models and a fixed-price time and materials was decided as the best option given the transaction volume and cost of the project.

Barbie Redmond asked how many renewals are done per year. Dan Andrews said it is estimated that about 1,000 renewals per year of all license types combined.

David Welch from DHHS explained that not all renewals are annual. A transaction fee was not a good option due to the low transaction amount.

Kelley Hokkanen asked if the agency's merchant account would be used. Dan Andrews added that it will be as required by the State Treasurer's office.

The Board Voted to Proceed with the Project.
      Motion: Chris Pinkham
      Second: Curtis Picard
      Vote: Unanimous

C. DHHS Health Inspection Licensing Deactivation
Dan Andrews explained that the Health Inspection Program has requested that the service be replaced by with a third-party solution, however, InforME would maintain the revenue stream by providing the payment processing at same transaction fee.

Greg McNeal asked what the benefit was for the agency to deactivate the InforME service. Dan Andrews explained that the DHHS Health Inspection Program is upgrading their backend database and the vendor offered a ready-made all-in-one solution, which would be a cleaner transition for the agency.

Anne Head asked what the health inspections the application was used for. Kim Duplisea responded that it was used by restaurants to renew their health inspection license online. John Martins added that the HIP programs maintains the health inspections for many other places such as tattoo parlors and other establishments as well.

Greg McNeal asked if the new application would conform to applications in the the existing Maine.gov application template. Dan Andrews said it would likely not, however, InforME could provide templates to the vendor if needed.

John Martins brought up the point that the board needs to have a discussion related to agencies going outside the state standard templates and offering websites which look entirely different but offer additional functionality. Greg McNeal suggested that the agency template standard be discussed at the next board meeting.

The Board Voted and Approved the deactivation request.
    Motion: Barbara Redmond
    Second: Dick Thompson
    Vote: Unanimous

D. DOC Web Shop

Dan Andrews explained that the Department of Corrections requested an online store to sell items created in their facilities. Dan Andrews explained the transaction fee is going to be absorbed by the agency rather than passing it on to the user, so a tiered pricing structure was provided.

Greg McNeal asked the estimated transaction volume. Kim Duplisea said that the agency is hoping for a 10,000 range but they are unsure of what to expect.

The Board Voted to Proceed with the Project.
    Motion: Dick Thompson
    Second: Barbara Redmond
    Vote: Unanimous

4. Other Business - 35 Minutes
A. IF&W MOSES Demo

Greg McNeal introduced Bill Swan, the Director of Licensing for Inland Fisheries and Wildlife and provided a brief overview of his role at the Board meeting. Bill Swan and Kim Duplisea were to provide a demonstration of the online MOSES internet sales agent application, which was rewritten and deployed in March 2016.

Bill Swan let the board know that IF&W has worked extensively with InforME since 2001. During that time, seven applications have been deployed, the first being an online storefront, and the most recent is the rewritten version of the MOSES internet sales

agent. The adoption rates for the applications vary with the internet sales agent selling 40% of statewide hunting and fishing licenses and moose permit lottery which processes 98% of all lottery applications.

Kim Duplisea gave some background of the previous MOSES ISA versions and explained that it is the largest volume citizen service that InforME offers. The original service launched in 2003 and issued 29,000 licenses, which is one seventh of the current volume.

Kim Duplisea provided a demonstration of the new application and explained the improvements and efficiencies that were created by redesigning the interface and back end database connections. These include less steps to complete a purchase, ability for users to send out gift messages to gift recipients, and the ability to purchase licenses for up to three people in one payment transaction.

Dick Thompson asked if longtime license holders had to enter their information or if they can skip that step. Bill Swan explained that the hunter safety information is stored for express users. The user can enter a hunter safety number and state or a previous hunting license and state and the system will remember and populate that information each time the user comes back to the system.

Anne Head asked if it was still a requirement for a someone to keep the license on them. Bill Swan explained that it is no longer a retirement to have the physical license printed to present to a Warden. He also explained that the online adoption of the service is only going to increase because it's so easy for someone to purchase a license using their smartphone rather than physically visiting their town office.

B. GM/DOM One-Year Update
Dan Andrews gave an update on trends that he has noticed in the past year. Educating people of who InforME is, communicating what InforME does, and bragging about the successful applications InforME has launched continues to be a top priority.

John Martins commented that from his experience dealing with the he media, it is difficult to get noticed for a small increase in adoption rates since it isn't flashy enough to gain attention; however, towns offering new services may spark more interest.

Dick Thompson added that press releases coming from the Governor's office are much more likely to get noticed.

Greg McNeal added that the initial communication of a new service being out in the open perpetuates an increase in attention. The Muskie School Value Study will uncover some important information on how to market new and existing services.

Dan Andrews made another point that some agencies still are under the impression that InforME is too expensive. To combat this, InforME staff have been communicating more information about what goes into building an application or website and why the cost is estimated at what it is. Where possible, multiple funding options are provided along with the cost quote.

Chris Pinkham commented that he was was curious of the Maine Legislature's impression of InforME and asked if InforME could reach out to OPLA and educate them on the funding models for InforME to assist with developing the language of new laws.

C. Time and Materials Report

6.   Adjournment 2:45 PM
Motion to adjourn: Dick Thompson
Second: Chris Pinkham
Vote: Unanimous

Next board meeting date
July 28, 2016 1:00PM – 3:00PM, 19 Union St, Augusta