InforME Board Meeting Minutes

Date: **July 28, 2016**
Time: **1:00 PM - 3:00 PM**
Location: **19 Union Street, Augusta, Maine**

Attendees
Board members present:
Greg McNeal (Chair)
Matthew Dunlap
Richard Trahey
Carmel Rubin (Non-Voting member)
Anne Head
Dick Thompson
Denise Garland
Curtis Picard
Kelly Hokkanen (remote)
Eric Stout
Dan Andrews (Non-Voting member)

Guests and State Agency Members:
Carole Cifrino, Program Manager - Department of Environmental Protection
Yvette Meunier, Environmental Specialist - Department of Environmental Protection

InforME Staff:
Kimberly Duplisea
Todd Tolhurst
Sam Foster

1.   **Welcome and introductions (1:04)**

2.   **Adoption of May Minutes**

      Motion: Curtis Picard motioned to adopt the minutes
      Second: Matt Dunlap
      Vote: Unanimous

3.   **Service Level Agreements and Voting Items**
      A. DEP Bottle Bill Online Service

      InforME General Manager Dan Andrews presented the history of the Liquor Portal and discussed how the service was built to help people register labels online. The service has been live for a few years, and service adoption has been picking up. Dan went on to explain that DEP has similar processes associated with the Bottle Bill requirements which is currently managed via paper forms. Because the same customers who register with the Liquor Portal register with Bottle Bill, InforME and DEP proposed to expand the Portal to accommodate Bottle Bill registration. The service would continue to be funded with a transactional model.

Board member Dick Thompson noticed an error in the fees proposed which Dan noted.

DEP Program Manage Carole Cifrino introduced herself to provide more context to the Bottle Bill and current process. She and DEP Environmental Specialist Yvette Meunier explained that they have also been working with BABLO Deputy Director and InforME Board member Tim Poulin.

Board Chair Greg McNeal asked how much the integration would save. Carole explained that the savings weren't monetary but based on efficiency. The current process is incredibly manual and time-consuming.

Board member Matt Dunlap asked if this was primarily for DEP to track recycled products. Carole explained that it would aid in tracking recycled products but would also improve the tracking of other metrics and entities listed in the Bottle Bill.

Carole explained that initial development for the service would focus on beer and wine, however she expressed the opportunity for growth into other bottled products like waters and juices. Board member Curtis Picard asked why we weren't planning on registering every product now. Dan and Carole explained that we were starting with the products currently enforced by BABLO.

Motion: Matt Dunlap
Second: Greg McNeal
Vote: Unanimous

B. Content Management Pricing

Dan described InforME's background with and ongoing research into Content Management Systems (CMS). Dan defined a CMS, compared open source vs. closed source solutions, and InforME's eventual pursuit of Drupal as a CMS platform. Dan also explained that InforME was creating a proof-of-concept using the InforME site that could be used as a demo for agencies.

Dan next proposed the pay-per-seat solution, a similar solution to the current Webmaster setup. These fees are not geared to be profitable necessarily but more to offset resource investments.

Board member Carmel Rubin asked if Webmasters had seen tool yet. Dan said they had not, but we had collected feedback and found that they liked the idea but were not sold on the pricing. Carmel also asked if the agencies would have access to the **maine.gov** site only or if they would have an intranet. InforMe Director of Development Todd Tolhurst explained that an intranet in could be set up in an agency's individual installation, but that Drupal itself would not be the "intranet" machine.

Greg highlighted that pricing was the biggest hurdle and stressed having a demo and marketing plan in place that allows agencies to see the benefits of a CMS. This opinion was shared by much of the Board, including Board member Anne Head who wanted to

make sure this did not become a "have" or "have not" situation between agencies. Dan said that users would not be able to tell which agencies employed Drupal and which did not, though he did stress that the ultimate goal would be for every agency to use the same system.

Board member Denise Garland asked about training. Dan confirmed there will be training in addition to the support tickets.

Board member Dick Thompson commented on the existence of licensing in Drupal (compared to Dreamweaver). Todd explained that there was no licensing involved in Drupal. Dick Thompson gave a use case example of a user using the service, which Todd confirmed and then extrapolated on the benefits.

Greg asked if the Board would advise InforME to move forward with this endeavor under the premise that InforME provided any marketing material to the Board for review before it was disseminated.

Takeaways: InforME will create a 1-page (front-and-back) marketing handout to present in a future Board meeting.

4.   **Other business**

A. General Manager's Report

Dan presented new format of the General Manager's report. Dan led Board in reviewing the document's content and new, condensed format. Highlights included a growth in Municipality adoption and transactions, technical enhancements and outages, data center progress, rapid renewal, boat, MOSES, and the June release of the multi-tenant parking ticket service in Portland (three other towns are already intereste). Dan mentioned the removal of extensive financials from the GM report and asked to remove it permanently since it is still available elsewhere.

Carmel asked for clarification on the Help Center rewrite item in the report. InforME Director of Operations and Marketing Kim Duplisea explained the addition of quick links and an expanded search.

B. Strategic Plan Update

Kim discussed Goal 1 and, specifically, how InforME introduced analytics to a few services that has helped us understand users better. For example, we have seen a big drop-off in Rapid Renewal after login, which can be attributed to people not knowing their control number.

Highlights from the other Strategic Plan Goals included an updated project prioritization for the Board (Goal 2), the creation of infographics for services that had "stories to share" (Goal 3), meetings with Alabama and Tennessee in exploring new services (Goal 4), and an update on the Data Center move (Goal 5).

C. Value/Cost Avoidance Study Update

Dan described Utah's value/cost avoidance study and how they have been able to use the study to promote their services and open doors in the State. InforME will be working with University of Southern Maine Muskie School to kick off a similar study soon.

Anne wanted to know how the study was positioned and, upon learning it would be written to report savings to state, stated it might be good to have a consumer savings report too, which Dan said had been discussed.

The School aims to have the study completed by the end of Fall 2017, though Dan thought it would be closer to end-of-year 2017.

D. InforME Contract Update

Dan talked about how there were less than two years left in the contract. Greg and Dick discussed how the process was handled during the last contract extension and how it had previously started in the fall. Greg said that planning should be discussed in future meetings.

E. Time and Materials Report

No discussion, just a check in.

4.   Other Discussion

A. Discussed August meeting and whether there would be voting items. Dan will update in a week.

5.   Adjournment 1:50 PM
Motion: Matt Dunlap
Second: Anne Davis
Vote: Unanimous

Next board meeting date
August 25, 2016: 1:00 PM-3:00 PM 19 Union Street, Augusta