

## Information Network of Arkansas

### Board Meeting Minutes December 10, 2013

**Members Present:** Ann Purvis, Department of Health, *Chair*  
Matt Cashion, Independent Insurance Agents, *Vice Chair*  
Ashley Parker, Library Association  
Harold Evans, Arkansas Bar Association  
Stan King, Department of Finance and Administration  
James Downs, Arkansas Science and Technology Authority  
Doug Matayo, Secretary of State  
Amy Mattison, Chamber Of Commerce

**Members Absent:** Michael Gaines, Economic Development Commission  
Glen Colvert, Bankers Association  
Ron Pitts, Public Accountancy  
Claire Bailey, Dept. of Information Systems

**Staff Present:** Amy Sawyer, General Manager  
Christy Warner, Office Manager  
Bob Sanders, Director of Operations  
Karl Hills, Director of Development

**Guests Present:** Ken Williams, Department of Finance and Administration

**INA Board Chair, Ann Purvis called the meeting to order.**

**Action: Minutes from September 10, 2013 Board Meeting were Approved.**

#### **New Business:**

Ms. Sawyer gave board members a preview of the new INA Board Site. Enhancements included an INA logo redesign, a mobile responsive design, a banner highlighting added services and a recent work area highlighting projects INA is working on.

After reviewing the enhancements board members had no objections to making the INA Board site live.

## **GENERAL MANAGER'S REPORT TO THE BOARD**

Board members received a copy of the General Manager's report and Ms. Sawyer presented some of the exciting things INA has been working on. Projects highlighted include:

**INA logo rebranding-** the logo was given a new look and feel and we will be used in our advertising and marketing materials.

**ADC Inmate Banking Changes-** ADC requested that INA detect and block the utilization of pre-paid cards for depositing funds into an inmate account. As a result, INA will no longer accept these types of cards as payment for inmate deposits as of December 1, 2013. In addition, INA has limited the frequency, amount and number of payments that can be deposited into an inmate's account.

**I-Drive Arkansas** – IDrive Arkansas went live at the beginning of October 2013 and has been the focus of a mass marketing application launched by the Arkansas Highway and Transportation Department. AHTD is utilizing strategically placed signage, radio and television advertising, decals on AHTD vehicles and other visual advertising methods to inform the public about the site. Over 169,200 people have visited since the site since its launch and during the first weather event after the launch there were 135,000 new visitors. Mr. Sanders stated that AIC had conducted a study regarding mobile usage on 850 government websites across the US. Arkansas was at the top of the list for mobile usage and the AGFC website was one of the few government websites to have over 50% mobile usage in any month of the year. IDrive has exceeded 64% mobile usage.

**Property Tax Deadline-** AIC processed 16,700 payments on October 15, 2013. In preparation for the property tax deadline AIC had updated infrastructure, enhanced the property tax application and the way payments were processed, placed the framework in responsive design and focused on ensuring that the system was available for the counties and citizens to utilize on the tax deadline day. At the Digital Government Services Meeting, Ms. Buckner with the Pulaski County Tax Collector's office was asked about the property tax deadline day and how the application worked. Ms. Buckner replied that it was "flawless."

**ARStar Launch-** this DFA application was successfully launched on September 29, 2013 and has over 22000 transactions a month. INA is currently working with DFA and the county offices to increase adoption on this service and remove obstacles preventing customers from renewing online.

**Davey Awards-** The Davey awards assess primarily private sector for social media, marketing and websites. Arkansas.gov won two Davey Awards for one for professional services and one for government. In 2013 10 awards have been won for services or the portal for our state partners.

**INA Board Funded Sites-** Board funded sites that went live in the last quarter include sites for the Health Insurance Marketplace, the Spinal Cord Commission and the Inspector General.

**INA is currently working on these projects:**

**OTC Expansion-** INA is currently working with DFA and the Dept. of Health to expand our OTC solution to include check conversion as well as credit cards.

**E Billing-** INA is piloting our E-billing application with Saline County. Consumers in Saline County will still receive paper statements for now but the goal will be to have paper statements eliminated saving money on postage, paper, data entry and processing. The E-billing service is a value-add service for our customers.

**SOS Trademark Module-** this is currently in UAT and will be made available to the public in the first quarter of 2014. The module will include images.

**IDrive Arkansas Phase 2-** the phase will include the cameras for actual traffic reports, trip planning, push notifications and an IDrive mobile application.

The GM report is concluded.

**Outstanding Issues:**

**SSAE16 Audit Report-** the audit report covering July 1, 2012 to June 30, 2013 was provided to the board. The SSAE16 audit report is “Proprietary and Confidential” and is for INA board members only. The audit results found that AIC has proper controls and has a process in place for managing the controls and protecting the information we have. Legislative Audit has requested and received a copy of the audit report.

**Iron Data Update-** AIC received approval from the Office of State Procurement to move forward with the Iron Data contract for a project with ASP. OSP did request that if AIC wants to do another contract with Iron Data that AIC once again bring the matter before the INA board.

## **Electronic Online Service Authorization and Rate Request**

Date Proposed: December 10, 2013

Request Number: 2013-4

Period: Indefinite

Summary:

Consistent with the Arkansas statutes governing access to public records, the Information Network of Arkansas through its broad authority granted to it by A.C.A. § 25-27-101 et seq., the Information Network of Arkansas' RFP 97-0140, the Network Manager's Proposal of the Arkansas Information Consortium, Inc. and the contract dated July 2, 1997, with any amendments thereto, between the Information Network of Arkansas and the Arkansas Information Consortium, Inc., being so authorized as Network Manager for the Information Network of Arkansas (INA) does request and recommend that the INA Board approve and authorize the Network Manager to create, implement and offer to the public the INA services proposed in this document. In addition, the Network Manager also requests and recommends that the INA Board approve the per record search fees per service offered. It is understood by all parties that the rates requested in this document per service are the maximum allowed and will be published in the INA fee schedule and Service Agreements. The Network Manager reserves the right at its own expense to offer any and all INA services at any rate less than the maximum amount approved in this and any future rate requests.

### **Request 1: Approval of New Agency Agreement(s) (Approved)**

In accordance with the authorities cited above, the Network Manager requests and recommends that information developed by INA for online access from the following agencies be made available for search and download through INA at no fee, unless otherwise specifically approved in a separate Service Request.

**(MOU's - No transaction fees apply, no cost development of online services)**

Fulton County - website  
Health Connector Division - website  
Health Insurance Marketplace Board - website  
Jefferson County - website  
Lee County - website  
Medicaid Inspector General - website

### **Request 2: AGFC - Gift Certificates (Approved)** **Arkansas Game and Fish Commission**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and the Arkansas Game and Fish Commission, the Network Manager requests and recommends that in lieu of an administration and development fee that INA retains a portal fee equivalent to 5% of the transaction, to be paid by the agency. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

### **Request 3: Cleburne County Sheriff Enterprise OTC (Approved)** **Cleburne County Sheriff**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and Cleburne County Sheriff, the Network Manager requests and recommends that in lieu of an administration and development fee that INA add a portal fee equivalent to \$2.30 plus \$1.25 per each additional \$50 increment of the total due to each payment, to be paid by the user. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 4: Pike County: Property & Real Estate Tax Payment** *(Approved)*  
**Pike County Tax Collector**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and Pike County Tax Collector, the Network Manager requests and recommends that in lieu of an administration and development fee that INA add a portal fee equivalent to \$2.30 plus \$1.25 per each additional \$50 increment of the total due to each payment, to be paid by the user. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 5: Shannon Hills OTC** *(Approved)*  
**City of Shannon Hills**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and the City of Shannon Hills, the Network Manager requests and recommends that in lieu of an administration and development fee that INA add a portal fee equivalent to 3% of the transaction of the total due or a \$2.00 minimum to each payment. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 6: Inmate Banking New Fee Schedule** *(Approved)*  
**Arkansas Department of Corrections**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and the Arkansas Department of Corrections, the Network Manager requests and recommends that in lieu of an administration and development fee that INA add a portal fee as outlined below to the total due to each payment.

Deposit Amount	Online	Phone (IVR)
\$0.01 - \$25.00	\$2.00	\$2.50
\$25.01 - \$50.00	\$3.00	\$3.50
\$50.01 - \$75.00	\$4.00	\$4.50
\$75.01 - \$100.00	\$5.00	\$5.50
\$100.01 - \$150.00	\$7.00	\$7.50
\$150.01 - \$250.00	\$12.00	\$12.50
\$250.01 - \$400.00	\$15.00	\$16.00

This fee will allow INA to assume responsibility for charge backs and collections, and offset the cost of banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 7: Removed at the request of the Board Chair**

**Brief Discussion Topics**

**Proposal for Dedicated Marketing Position** *(Approved)*

Date Proposed: December 10, 2013

The Network Manager proposes the addition of a full time, dedicated marketing position. Thee position will be used to promote online services for the state and local government through print, social media, online advertising and other initiatives. The position will also promote the state through press releases, and

award submissions. A dedicated position will provide greater focus on these initiatives, while freeing existing staff to deliver new eGovernment services.

The Network Manager proposed to fund the position through a monthly allocation of \$6000 from the INA Board fund for a period of 12 months. AIC will pay any related payroll expenses associated with the position.

**Discussion:** The INA board held some discussion about whether the position funding would be a proper expense for the board. Ms. Purvis suggested that if the INA board does this then the board would need to see some direct benefit/result to the citizens of Arkansas. Many of the things that the INA board needs to do for the citizens of Arkansas are not going to be revenue generating but are vital to educating the citizens about available services. Mr. Matayo asked what AIC's intention would be in the long term. Ms. Sawyer said that in the long term the position would be permanent and AIC would absorb the position into its staff after the first year. The INA board would like quarterly detailed reports completed by the person in this position.

Seconded and approved with amendment limiting allocation to a time frame of one year.

Next meeting date: March 11, 2014, 10:00 am

**Meeting Adjourned.**