



**Statewide Internet Portal Authority
Board of Directors Meeting Minutes**

March 6, 2008 1:30p.m. - 4:00p.m.
Secretary of State's Office
1700 Broadway, Blue Spruce Conference Room
Denver, CO 80290

MOTIONS:

- To approve the February 7th, 2008 Meeting Minutes - (Approved unanimously)
- To accept the amended Bylaws - (Approved unanimously)
- To table the SysTest Labs contract renewal agenda item until the next Board meeting - (Approved unanimously)

ACTION ITEMS:

- Provide Board Members with a SIPA/Colorado.gov power point presentation for their use.
- Present redesigned Colorado.gov site to the Board. (Gregg Rippy and Dan Morrison)
- Report marketing details in the Master Contract with NIC. (Gregg Rippy)

SUMMARY:

An award was presented to Greg Jenik for his service on the SIPA Board of Directors. Gregg Rippy proposed an amended budget to reflect the changes in employee wages and benefits as a result of hiring the new CMS Coordinator, Chris Smith. The Business Committee did not meet in February and plans to meet in March. The Business Portal Project Team has adopted a project charter.

Gregg Rippy will provide an informational power point presentation for the Board if they choose to show to others.

I. Call to Order: 1:36 p.m. Chair Cadman

A. Roll Call

Present: Jack Arrowsmith, Bob Feingold, Kent Glassman, Bill Hobbs, Don Mares, Senator May, Annette Quintana, Chair Cadman

Excused: Evan Dreyer, Roxy Huber, Mike Locatis, Representative Marostica, Gerald Marroney, Rico Munn
Quorum established

B. Recognition of Greg Jenik

Greg Jenik resigned from the SIPA Board of Directors. Annette Quintana is the newest private sector Board Member.

Discussion:

Chair Cadman said that it was great to serve with Greg Jenik on this commission. He appreciates his service and commitment he made getting the Portal started. Greg was also a contender for the Executive Director position. The Portal certainly would not be here if it wasn't for his hard work.

Gregg Rippy said that this Board had the challenge to start the Portal with a clean slate. Greg brought a nice, clean perspective in understanding the business aspect from his private sector role. It has been a great pleasure having him on the board and working with him. Gregg Rippy wishes him the best.

Jack Arrowsmith said that it has been a privilege and fun to work with Greg Jenik. He always had a positive attitude and great sense of humor. He thanked him for his contributions and great teamwork.

Senator May thanked Greg Jenik for his work on the SIPA Board and for his other work in the state of Colorado, especially educating the legislators.

Bob Feingold thanked Greg Jenik for his service and appreciated his bright ideas to keep the Board on track.

Chairman Cadman presented Greg with a plaque for his service.

Greg Jenik thanked the board members and said that it was a team effort. He believes it is a great time to move on and offered his help at any time. He welcomed Annette Quintana to the Board.

C. Approval of February 7th, 2008 Meeting Minutes

MOTION: To approve the February 7th, 2008 Meeting Minutes.

1st – Kent Glassman

2nd – Jack Arrowsmith

Approved unanimously

II. Committee Reports

A. Finance Committee – Gregg Rippy

From July 1, 2007 to January 31, 2008 there is a net income of \$88,768 against the budgeted \$69,000. To date, SIPA is over budget and net income exceeds the budgeted amount by almost \$20,000. Gregg Rippy requested the Board to amend the approved budget to reflect the wages & benefits increase to \$15,200.

SIPA CMS Coordinator

Gregg Rippy introduced Chris Smith, the new SIPA CMS Coordinator. The Board saw a pain point in the CMS system for lack of agency resource in the migration process and in keeping websites up to the level that agencies expected. The Board agreed to use SIPA funds for this position. SIPA and OIT signed an MOU in regards to his position. OIT will task Chris, as OIT is more in touch with the agencies. Chris stated that his first task is to the Governor's office and to make sure that all the Governor's offices' websites are at the same level of usability, appearance, and functionality as Gov. Ritter's site. In the MOU created, John Conley will use Chris for CMS coordination as needed to which agency is in the most immediate need. SIPA is responsible for wages, benefits, and HR functions through CHFA. He will be housed at CI to be close to the CMS experts and web developers.

SIPA is following a similar model OIT used with private sector vendors in lending an employee to OIT, but the payroll is within SIPA. It is a MOU that can be set-aside at any time by either party. If this occurred, SIPA would direct the work, as there would be still sufficient need for the position.

Discussion:

Senator May said that he would also like Chris Smith to analyze the best in other state portals.

Gregg Rippy has charged CI to look at other states. They previously had Cathilea Robinett from the Center of Digital Government* come to Colorado. Gregg does not expect that Colorado recreates what other Portals are doing, but to jump ahead and be the best out there.

Annette Quintana asked if the increase in the proposed budget was for the SIPA operating income.

Gregg Rippy stated that as they look at the fund balance at the beginning of this fiscal year there was approximately \$450,000. That was a number that SIPA could buy the deprecated assets if they ever decided to move from CI. The 07-08 fiscal year begins with a zero based balance, and the ability to spend funds earned. The balance shows retained earning of about \$164,000. This year, expenditures with North Highland and hiring the CMS Coordinator reduced the net income. Year-to-date there is an increase of \$88,000 to the fund balance. SIPA will continue with the amended budget to end the year at approximately \$143,000.

Chair Cadman said that he feels comfortable not taking action from the Board for the budget increase, as the Executive Director has the authority to make such changes.

Gregg will notify the Board of any additional budget changes.

B. Business Committee – Kent Glassman

The Business Committee did not meet in February and will meet before the next Board meeting to review the Annual Business Plan. Kent created a sub-committee so many of the Executive Directors did not need to sit on that committee as well. The Business Portal sub-business committee will meet once a month.

Discussion:

Gregg Rippy stated that the Business Portal project team agreed on a project charter. This collaborative effort could not occur without the great people tasked to the team by the Executive Directors.

III. New Business

A. Executive Directors Update – Gregg Rippy

Gregg Rippy said that he and Dan Morrison would like to energize the Board more about the Portal. Gregg will provide a power point presentation for the Board members if they choose to share with others in their personal roles. There are some very interesting feelers in respect to the local government, such as the city of Sheridan. CI will respond to an RFP from Mesa

State College for payment engine, found by Bob Feingold. If that project proposal is successful, they could implement that project to other colleges.

ACTION ITEM: Provide Board Members with an informational SIPA/Colorado.gov power point presentation for their use.

CMS Personnel

Chris Smith was hired as the SIPA CMS Coordinator. He was working in the Governor's office and only working part time on the Governor's Website using FatWire.

Driver License and Vehicle Registration Renewal

Gregg Rippey and Jack Arrowsmith discussed that the OVR and Driver Licenses Renewal applications should be shortening the lines at the County Clerk's office. However, this is not the case in Douglas County. CI is going to contact counties involved to make sure all the tools needed are available. Public service announcements and other targeted marketing efforts will be used in Douglas County. Shorter lines can be a metric to measure. DOR includes Colorado.gov marketing materials in every mailing with a flyer and a redline highlighted on the document.

Colorado.gov Redesign

There will be a new Colorado.gov redesign launching within the next quarter.

Discussion:

Colorado.gov Redesign

Kent Glassman stated that he has seen the new Colorado.gov homepage and suggested CI present it to the Board before launch. He would also like to know what is wrong with the current layout, the methodology for the new design, what the goals are, and how the front page applications are prioritized. The old administration focused on branding, and he believed that the current site was part of that. He would like to make sure there is some symmetry with the new site and the other branding efforts made across the state from the previous administration, OEDIT, Small Business Groups, etc.

Gregg Rippey said that the current website is not just a result of re-branding Colorado. Some of the fonts, color, and size were included. However, branding is not as much of a priority of the current administration as it was for the previous. For consistency, there is some clear protocol on URL and domain naming that the Portal is asking for, but it is not a driver on making every website look exactly the same. The prioritization of the front-page applications is internal at CI. There will be some more dynamic features in the upcoming phases of the new redesign, such as highlighting DNR during hunting season and DOR during tax season. The Portal has not had the feedback to OEDIT and the previous administration.

ACTION ITEM: Present Colorado.gov redesign to the Board before launch.

Kent Glassman stated that he was not pleased as an urban citizen to see the Pesticide Application front and center. However, the online application list on the homepage has evolved and includes applications that are very relevant to the average user. He was pleased to see information on Martin Luther King activities in the community.

Gregg Rippey said that Center for Digital Government has criteria to measure sites for "Best of the Web". CI uses some of that same methodology.

Senator May stated that branding Colorado for economic development and visiting is different. The main mission of the Portal is to deliver the products from agencies to citizens.

Marketing

Don Mares asked if marketing was in the contract with NIC/CI.

Gregg Rippey said that CI is obligated to perform marketing for the Portal. It is in CI's best interest to market revenue and non-revenue generating applications, as it is what drives users to the Portal. In the Portal's mission, it is to become the one place that users come to for Colorado government information.

Don Mares would like to see more detail about the Master Contract and what the obligations for marketing are under the contract, and perhaps a presentation.

ACTION ITEM: Report marketing details in the Master Contract with NIC. (Gregg Rippey)

SB08-155 IT Consolidation

Senator May stated that SB08-155, the consolidation and centralization of IT management. This will break down silos within agencies and departments for better communication. It is currently a 4 year phased process. SIPA will be a major part. This will really make a difference in how users do business in Colorado.

Chair Cadman said that the bill currently has 75 cosponsors.

Gregg Rippe said that SIPA plays a role in the consolidation, and this is a key piece of the business plan; to dedicate resources and make it a clear mission to support OIT at the level that they expect.

SysTest Labs

Colorado.gov has seen success with SysTest Labs as they perform load testing on applications that they expect a high traffic on, such as the Online Tax Portal. SysTest Labs reported up to 4,000 hits per hour with zero errors on the Point to Point application, (interactive with the other vendors that CI sells driver records to)*. This gives comfort to CI knowing that applications can handle heavy loads. SysTest Labs has created an automated modified off-the-shelf product that can check all the links within the CMS system. It will check to make sure that not only the link works, but ensure that it is going to the correct site.

Discussion:

SIPA Presentations & Marketing

Senator May suggested that Gregg Rippe present to more service clubs, especially about OVR.

Gregg Rippe will do 2-3 service presentations a month.

Chair Cadman said that Colorado.gov provided an informational packet to the legislatures last year that went well.

Gregg Rippe said that he would provide a power point presentation and handouts for the any Board members that would like to talk to other groups so that there is a consistent message.

ACTION ITEM: Provide informational SIPA power point presentation to Board Members. (Gregg Rippe)

Gregg Rippe stated that 8 billboards were donated to the Department of Public Safety for the State Patrol. The ads will include Colorado.gov at the bottom.

Bob Feingold asked if there is a pushback from radio, news channels and newspapers.

Gregg Rippe said that press releases are sent out with each new application. Colorado.gov is picked up more out of state than internally. He receives about 2 calls per month from another state wanting to know more about the Portal, the data sharing model, the governance model, etc. States from the outside are looking to Colorado for this information.

Dan Morrison said that there is a good uptake in the Colorado media. When the Driver's License renewal application (VROOM) was announced, the story ran on every news channel. It has been proven that selective media announcements are more effective than it is to put up billboards. Drivers often do not retain billboard information.

Annette Quintana asked if SIPA has a developed marketing plan with targets and measurements.

Gregg Rippe said that there is a plan included in the business plan, but not as a separate marketing plan. Marketing was a subset for IV&V in the original RFP. In the beginning it was not the best-spent dollars. So far the adoption rates indicate that the current plan is working.

Annette Quintana asked if CI provides volume forecast based on other NIC portals.

Gregg Rippe said that they do not go through volume forecast. Population demand is discussed during the project scoring process.

Annette Quintana said she thought CI would have data from other states that could be prorated to the size of CO and therefore not necessarily load test every application.

Gregg Rippe said that he has spoke with SysTest Labs about an accumulative effect on co.gov. Looking at testing the entire site as more applications are added. Sometimes the number of hits cannot be predicted, such as the Great Colorado Payback application.

Jack Arrowsmith said that the Board could revisit the marketing approach. When the Portal was just starting, Cathilea Robinett came with a vision of Portals throughout the country. The Board should bring her back again for a report card and see where the Portal stands nationwide.

ACTION ITEM: Contact Cathilea Robinett (Bob Feingold)

Senator May reminded the Board that this is a self funding model and only survives if there is revenue.

Bylaws – Gregg Rippy

Changes made to the SIPA Bylaws were previously sent to the Board. On the first page, “annual meeting” was changed to “February meeting”. On page two, clarification on vacancies was added for other members stating, “should any other voting member’s seat become vacant, then they shall be appointed by the appropriate authority”. That authority could be president of the Senate, Speaker of the House, etc. Richard Westfall is going to continue conversations with CHFA to look at what KP&G concluded about indemnification. The employees of SIPA are under CHFA as that agreement. Indemnification is in regards to Board members and officers, not employees.

Language on the number of votes necessary was changed from “six” to a “majority of duly appointed members”. If there is a vacancy, the quorum rules is a majority of those duly appointed rather than a number. Meeting place was changed from “the office of the Authority” to “any meeting place with proper notice.” The new Bylaws propose that the Authority shall hold at a minimum of nine meetings per year.

Those voting members that are appointed but not yet confirmed by the Senate are allowed to vote. All resolutions will be signed by the Chair and by the Secretary in his or her absence. The term ex-officio was removed from the Bylaws, since the only ex-officio allowed was the State CIO, which is now a fully voting member by statute.

Discussion:

Kent Glassman asked that since the role of the secretary shall chair meetings in an absent of Chair and Vice Chair, does that conflict with the need of the Chair being an elected official.

Gregg Rippy said that is for running a meeting. Any Board member can serve as an acting Chair.

MOTION: To accept the SIPA bylaws as amended by Gregg Rippy.

1st – Senator May

2nd – Annette Quintana

Approved unanimously

B. General Manager’s Report – Dan Morrison

Marketing

Colorado Interactive is obligated to do marketing as it serves the Portal’s best interest. CI along with the particular agency focuses on targeted marketing of specific applications. This has been proven successful in Colorado and other NIC states. For example, the VROOM flyer was designed with CI and DOR. DOR will send 700,000 tax booklets to tax payers and included is the URL for the tax payment portal and the VROOM flyer.

Online Vehicle Registration Renewal (OVR)

Each county participating in the OVR application will see a red line stating that citizens can renew their vehicle registration online. CI is working with DOR to bring in other counties. CI began with the larger counties that had the appropriate IT resources to get started.

Testing

CI and SIPA score every application/project on a subjective scale. When they begin testing, CI considers how many potential users there might be by looking at other Portals of a similar size. Dan Morrison is very interactive with his other colleagues in the other NIC states. For example, CI looked at 11 or 12 other Portals that offer Online Vehicle Registration Renewal. Mark Church, CI Director of Development makes sure that even if the load is doubled or tripled the expected amount it will not affect the system. That metric of working with the partner serves both a technical and promotional purpose.

Colorado.gov Redesign

Dan Morrison will show the redesign to the Board before it is live to the public. Since FatWire is encouraged for all agencies to use, Colorado.gov should be developed in the same system. The migration will incorporate some of Cathilea Robinett’s measures.

Discussion:

Senator May asked if there were any soon to launch applications that will bring revenue.

Dan Morrison said that there are many revenue-generating applications in the GM Report and there are some that are not solid enough to officially list.

Aaron Boyd said that Portal anticipates a few applications coming in the next month. Every application with PE (Payment Engine) listed in the GM Report will generate revenue. It allows agencies to automate and take a payment with a credit card or echeck for an existing application. For Example, the Agriculture payment portal will allow them to take credit cards as the point of sale device. Each transaction delivers a portal administration fee. Every application that states, "free" is at no cost to the Portal or the agency/county/city.

Senator May asked if the Payment Engine integrates with the Colorado Financial Reporting System (COFRS).

Aaron Boyd said that it does very successfully and the departments receive the required statute funds.

Annette Quintana asked if CI had estimates on what the financial impact revenue generating applications will be and asked if the Board is given that information.

Dan Morrison said that CI has those estimates are developed with the agencies and CI to determine what the reasonable fees will be. The annual business plan, given to the Board, reports expected figures for each application. Previously, the Board never asked for those detailed projections.

Don Mares asked what allows SIPA to provide services at no cost to the agencies.

Dan Morrison said that the applications listed with a dollar sign have a portal administration component and a statutory component. At the point of collection the state money goes to the agency. The portal administration fee goes to the Portal.

Don Mares asked if CI chose to go in a direction on a service that is non-revenue generating, if it would be paid for out of CI's revenue or the SIPA surplus.

Dan Morrison said that explains the self-funding model and that it is paid out of the retained earnings of CI. The revenue that the Portal takes in underwrites all the free services that are provided.

Bob Feingold said that a portion of the revenue that comes in to CI is then paid to SIPA as a fixed amount plus a percent.

Gregg Rippey said that the agreement made with NIC/CI includes the revenue margin share. If a proposed project is reasonable, CI will build applications *as resources allow*, which is key to the unique self-funding model. CI reinvested the revenue stream on application and on more CI FTE than originally proposed. SIPA has the authority to use this model in other services than the Portal for a different contract, such as shared services within the consolidation effort.

Senator May said that when this model was originally set up, there were only a few applications that would be able to support themselves. The projects that bring in revenue carry the load for the non revenue-generating services. The Portal aims for a target ratio of 80% of applications that are at no cost to the agency and the user, and 20% that have a fee. That does not mean that it did not cost anything to build.

Jack Arrowsmith said that DOR spent zero dollars in developing OVR. The vision was for SIPA to hire someone, in this case CI; to complete that service free of charge and then CI would get the small incremental amount to help off set that investment for even those that bring in revenue. There are benefits in both the revenue and non-revenue generating applications. CI and SIPA would not have the resources available if the self-funding model did not exist.

Gregg Rippey said that NIC made the capital investment on the front end.

Annette Quintana asked if there is a budget for the work included in the Business Plan that may be subject of the approval by the Board.

Gregg Rippey said that SIPA accepts the plan in its entirety.

Annette Quintana said that she typically sees joint ventures where the whole model is open for both parties.

Gregg Rippey stated that this is not a joint venture because SIPA did not bring anything to the table, as far as funds.

Kent Glassman said that DOR made available data that is repackaged and sold. Without that data there is no revenue and therefore SIPA brought a lot to the table.

Gregg Rippey said that DOR is compensated the same amount that they got the day before the contract was signed.

Dan Morrison this is not a partnership or venture, it is a collaboration. NIC made the initial investments, SIPA and CI are both benefiting. The CI Business Plan has thumb nail forecast of CI revenues and breakouts of expenses. CI provides financial statements each month, along with the annual report. There is operational detail that CI does not trouble the Board with because it is the GM's job to manage on behalf of the parent company, NIC.

Senator May said that SIPA operates on fee for service. That fee is a fixed amount determined by statute and the Portal does not take away from the departments. The user makes the decision to pay the extra administration fee to complete online.

Richard Westfall stated that the formula is in the original contract between SIPA and NIC. Gregg Rippey obtains that information on a regular basis. The ability to audit the Portal account is available at any time.

Point to Point (PTP) Service – Dan Morrison

CI is in the process of launching and requiring that the major vendors of the driver license records database to use the PTP service, which is the baseline-funding source. Previously, these vendors had a full copy of the driver license database on their servers and sold these to the insurance industry. This was done before as a matter of necessity because DOR could not provide real time information and access. One of the first priorities of the Portal was to create this interactive service. With PTP, real time results are available. PTP will bring that back to the state in a highly secured manor, so that the personal information is not in the private sector hands.

Discussion:

Rebecca Davis said that the data from DOR was a limited set of information, not a full copy of all records.

Working with other agencies

Kent Glassman stated that CI hits the launch projections pretty well, which means that about 7 new sites will launch and 4-5 are revenue generating. He stated that there is a great integration with DOR, and asked if there are future opportunities with other agencies.

Dan Morrison said that CDE is a great example of a brand new relationship. CDE needs a way to take payments online. The Portal retains 75 cents for every PE transaction. CDE also wants to enable all teachers to renew licenses online and new teachers to submit applications online.

Don Mares said that he spoke with Locatis about having the SIPA Board members make a presentation at an upcoming cabinet meeting about the Portal.

Aaron Boyd said some of the agencies that the Portal has completed or currently working on applications for are: Regulatory Agencies, Agriculture, Economic Development and International Trade, Public Health & Environment, Local Affairs, Public Safety, Personnel and Administration, Jefferson County, Health Care Policy and Financing, Homeland Security, and more. CI and SIPA are engaging new agencies and continuing relationships with others.

Financials – Dan Morrison

The financial statement shows stability in both revenue and expenses. There was a small increase in Driver Records in January. For the month of February there were 145 driver license renewals and 1,900 tax filers. The tax number will increase in March and April, which is also why CI is increasing load testing.

Discussion:

Senator May asked if there was any interface with commercial driver licenses and the required tests.

Dan Morrison said that there is none to date. He will follow up with DOR about that project.

Contact Compass – Jill Willhoite

CI worked with DPA and the state operators to complete the Contact Compass application. The state organizational directory PDF was made into a searchable application. The information is relevant to what the user searches for. Results will display related departments, divisions, or offices. The user can click on these links and it will direct to a new page showing email,

phone number, fax number, website, and main contact information. Contact Compass is updated every night, as opposed to the state organizational chart that was updated only every month. The state operators and the public can use this free service.

Discussion:

Bob Feingold asked where the link would be available.

Jill Willhoite said that it will be available on Colorado.gov under online services, the DPA website, and a few other places to be determined.

Don Mares asked whether a consistent link will be put on all agency pages.

Dan Morrison said that currently there is a Google search box on each page that will search within Colorado.gov. Contact Compass is a more specific tool for the state operators and callers. The text information might not be as readily indexed by the Google search, as it is by Contact Compass.

Jill Willhoite stated that this will specifically find the contact information so users can contact government more efficiently, where as the Google search will pull up all web pages, PDFs, etc.

Kent Glassman said that OIT is looking at a number of help desk solutions. He asked if Contact Compass would be applicable. Jill Willhoite said that it is, and available for anyone to use. DPA is constantly getting updated information and the state operators are constantly updating the keywords. Eventually this will evolve and each department will have a login to update information and keywords.

C. Other Business/Discussion

Gregg Rippey stated that he sent out the information regarding the SysTest Labs contract. Mike Locatis was unable to attend this meeting, and asked that the discussion for contract renewal be tabled until the next meeting. The contract expiration is March 16th, 2008.

Richard Westfall said that it is amenable to extend the contract on a month-to-month basis until the Board comes to a final decision, as long as SysTest Labs agrees.

MOTION: To approve the contract with SysTest Labs to go month-to-month until this Board has an opportunity to revisit the original contract.

1st – Jack Arrowsmith

2nd – Kent Glassman

Approved unanimously

IV. Agenda Items for Next Meeting

SysTest Labs contract renewal.

Next meeting is scheduled for:

Thursday, April 3rd, 2008

1:30 p.m. – 4:00 p.m.

Secretary of State's Office

1700 Broadway

Blue Spruce Conference Room

Denver, CO 80290

V. Adjournment 3:40pm

Transcribed by: Kathy Gappinger