



**SIPA Board of Directors
Minutes of Meeting**

August 4, 2016

12:00 - 1:30 p.m.

1300 Broadway, Conference Room 1F

Denver, Colorado

1. Call to Order

Chairman Louie Lago called the meeting to order at 12:05 p.m.

Present in person: Barbara Brohl, Irv Halter, Mary Kay Hogan, Senator Andy Kerr, Louie Lago, Gerald Marroney, Joe Neguse, and Deputy Secretary of State Suzanne Staiert (for Secretary of State Wayne Williams).

Present by phone: Lew Gaiter, Rep. Bob Rankin, and Gregg Rippy.

Excused: Suma Nallapati*, Simon Tafoya, Senator Jack Tate, Rep. Max Tyler, and Secretary of State Wayne Williams.

*David McCurdy attended on behalf of Suma Nallapati and Designee Brenda Berlin.

With 11 voting members present, a quorum was established.

2. Meeting Business

- Irv Halter moved to approve the minutes of the Board's meeting on June 2, 2016. The motion was seconded by Joe Neguse. The motion was approved unanimously.
- Chairman Lago announced the Board retreat is scheduled for October 14th. This



year an overnight is being planned at a venue like Keystone or Copper Mountain. There will be a dinner Thursday October 13. SIPA will cover hotel and travel expenses. Communication will be sent out to the Board on this subject.

3. Executive Director Annual Performance Evaluation

June 1 is the established date for the evaluation. The Personnel Committee is scheduled to meet on August 9th at 2 p.m. to review the information that was sent to Board members. Chairman Lago would like to complete the evaluation by the end of the month. The Personnel Committee will make recommendations based on their review and present them to the Board. Suzanne Staiert will attend for Secretary of State Wayne Williams, who has another commitment.

4. Executive Director Overview

- Jack Arrowsmith reviewed the SIPA Board dashboard. June was a very busy month. There was a considerable amount of new revenue. Most of the net income, from the last fiscal year, will be transferred to the SIPA reserve account.
- SIPA's accounts receivable is in the best shape it has ever been in. Jack Arrowsmith extended thanks to all the agencies who have assisted. He also expressed thanks to Michael Steingrebe and Dianne Edwards, who have worked to collect the older obligations that were on SIPA's books.
- Online payment application transactions increased from where they were one year ago except for two that are impacted by seasonality.
- Citizens are not visiting traditional websites as much as they used to. Online driver's license renewals have had good growth. Barbara Brohl noted that with DRIVES there will be a lot more functions that can be done online. Members discussed what constitutes an online transaction for purpose of the metrics. Fred Sargeson provided some background information and offered to continue the



discussion in the future.

5. Financial Policies of the Board

Jack Arrowsmith reported that he had met with Chairman Lago about staff recommendations to update the Board's Financial Policies, and he suggested that the Board review and approve changes prior to the Board retreat. Chairman Lago requested that the draft revisions be sent to the Board, and the Board will discuss the revisions at its next meeting.

6. Colorado Interactive Report

Fred Sargeson, Colorado Interactive General Manager, presented data on response times. He and Kate Polesovsky explained the SLA reporting methodology and the circumstances underlying two recent instances where the SLA fell below 99.9%. Barbara Brohl expressed interest in seeing metrics that reflected the customer's experience versus the actual data drivers behind the metrics. Jack Arrowsmith responded that he will talk further with her about documenting customer experience in order to get better data. An example could be sending outage reports directly to the Board. He noted that a one hour outage from 1 a.m. to 2 a.m. would not necessarily be a large impact to the customer experience, but the current metrics on outages do not reflect the customer impact.

7. Gov2Go Overview

Fred Sargeson of Colorado Interactive presented on Gov2Go, which is a personal digital assistant developed by NIC for facilitating citizen interactions with government. He noted that conversational artificial intelligence is what most development money is being spent on now. Portal usage is declining and being replaced by a mobile mindset. NIC is the largest provider of applications for government in the U.S. No one wants to



download 25 apps when they can use one. The citizen wants a digital personal assistant for interacting with the government. They want to add and remove data like a license plate number as needed. Gov2Go was built based on focus groups and what agencies said they needed. Jack Arrowsmith termed Gov2Go as a “virtual state portal”. He plans to have individual meetings with Board members on this subject. Joe Neguse raised the issue that we need to do an inventory on where we are today as many services are not yet online, and it will be hard to move those services from paper to mobile. Gerald Marroney stated that analytics will be very important. Having this integrator solution implemented versus the government having to build its own integrator is something that should be considered. Jack Arrowsmith stated that this topic will continue to be discussed at future Board meetings.

8. Adjournment

There being no other business, the meeting was adjourned at 1:45 p.m.