



## BOARD MINUTES

### WRIGHT COUNTY HEALTH & HUMAN SERVICES BOARD

March 8, 2021

Christine Husom,	District 1
Darek Vetsch,	District 2
Mark Daleiden,	District 3
Mary Wetter,	District 4
Michael Kaczmarek,	District 5

DATE APPROVED: April 12, 2021

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#### I. PLEDGE OF ALLEGIANCE

The Wright County Health & Human Services Board met in regular session at 1:32 p.m. with Husom, Vetsch, Daleiden, Wetter and Kaczmarek present.

#### STAFF PRESENT:

Christine Treichler, Social Services Supervisor (remote)  
Jami Goodrum Schwartz, Director  
Jill Pooler, Social Services Manager  
Jon Young, Public Health Supervisor (remote)  
Karen Popken, Child Support Supervisor  
Kate Dahl, Fiscal Supervisor (remote)  
Kimberly Johnson, Financial Services Manager  
Lori Blaukat, Health Promotion Coordinator  
Mason Coaty, Information Systems Specialist  
Michelle Miller, Social Services Manager  
Noami Blomberg, Administrative Specialist  
Sarah Grosshuesch, Public Health Director  
Shelley Stotko, Collections Officer (remote)  
Stephanie-Bridgette Wiley, Financial Services Supervisor (remote)  
Tammi Martens, Financial Services Supervisor (remote)

#### II. MINUTES APPROVAL

**ACTION:** Daleiden moved, Wetter second, to approve the February 22, 2020 minutes. Motion carried.

#### III. REVIEW AND APPROVAL OF AGENDA

Amendment filed to add *item c* to the Consent Agenda: *Approve 2021 CMJTS Annual Renewal of Agreement for MFIP/DWP Services in Wright County*

**ACTION:** Daleiden moved, Husom second, to approve the agenda as amended. Motion carried.

#### IV. CONSENT AGENDA

- a. APPROVE REQUEST TO CANCEL 2021-03-22 HHS BOARD MEETING
- b. ACCEPT PUBLIC HEALTH TASK FORCE APPLICATION
  - i. Bryden Giving (District 1)
- c. APPROVE ANNUAL RENEWAL 2021-01-01 TO 2021-12-31 AGREEMENT TO PROVIDE MFIP/DWP SERVICES BETWEEN WRIGHT COUNTY AND CENTRAL MN JOBS & TRAINING SERVICES, INC.; NO INCREASE IN AMOUNT

**ACTION:** Husom moved, Daleiden second, to approve the consent agenda. Motion carried.

#### V. NEW HIRE

- a. Lori Blaukat, Health Promotion Coordinator – Health Promotion Team, March 1, 2021

#### VI. EMPLOYEE OF THE MONTH – APRIL

Shelley Stotko is April Employee of the Month.

**VII. REGULAR AGENDA****A. Social Services/Public Health/Financial Services****1. PROCLAMATION: MARCH AS SOCIAL WORKER MONTH**

(MICHELLE MILLER, JILL POOLER)

Social Services Managers Michelle Miller and Jill Pooler introduced and read the proclamation adopted by the National Association of Social Workers (NASW). This year's theme is *Social Workers are Essential*. Commissioner Vetsch commended, especially in the last four years, the positive impact of social workers' contribution to Wright County.

**ACTION:** Daleiden moved, Wetter second, to adopt and proclaim March as Social Worker Month. Motion passed via roll call vote.

**2. CHILD SUPPORT TEXTING PILOT**

(KAREN POPKEN, KIMBERLY JOHNSON)

Wright County Child Support, piloted a DHS digital marketing grant to advance services using digital advertising, text messaging and electronic application with 12 other counties. The texting pilot launched on January 1; Wright County has opted-in 128 clients, sent 76 and received 52 text messages.

Wright County received ten electronic applications since its launch on February 1, in addition to the regular number of paper applications received. Clients choosing to communicate with their child support worker via text messaging must authorize or "opt-in" their participation through written or online permission.

Digital ads rolled out to pilot counties February 22, accumulating 400 clicks in its first week and covering three broad themes based on the public survey from last year. The ads are displayed on multiple platforms, including Facebook, Instagram and search sites. The digital marketing grant is effective until mid-2022; advertising services may or may not continue depending on status of funding at that time, but text messaging and online services will likely continue.

On another digital drive in Financial Services, the Minnesota Association of County Social Service Administrators (MACSSA) in December 2020, through Code for America, initiated a pilot project with four participating counties, including Wright County, to enhance client experience and access to financial services through digital technology.

Code for America, a non-profit organization of volunteers working with state and local governments to deliver improved and effective services, designed the online *MNbenefits.org* application, accessible online and as a phone application, greatly reducing the completion time to as short as seven minutes.

Since January, clients may complete applications online for all financial programs, including Child Care Assistance – Medical Assistance is the only program that is not currently included in the online application service. HHS received its 100<sup>th</sup> application last week, producing a 72 percent customer satisfaction rate, with zero dissatisfaction result. This service will continue if Code of America continues offering its services to the participating counties.

**B. Administration****1. DIRECTOR COMMENTS**

Goodrum Schwartz and the Board acknowledged Joan Opay's service to Wright County. Joan Opay, Public Health Nurse in Assessment Services, retires on April 1, 2021, after joining Wright County in September 2005.

After a 'voice of HHS' competition, HHS has selected Erin Baker, Social Worker in Assessment Services, as its voice talent for the new Contact Center launch on March 31

The meeting adjourned at 2:08 p.m.

Minutes submitted by Naomi Blomberg, Administrative Specialist