

Eastern Iowa MH/DS Region  
Governing Board of Directors Special Board Meeting  
Scott County Administrative Center  
December 21, 2020  
2:30-3:00pm  
Zoom Meeting

The MH/DS Governing Board of Directors Special Board Meeting was called to order at 2:31pm by Chair Beck. Beck, Irwin, Smith, Sorenson, Willey, Nauman, and Cobb (joined at 2:37pm) were present. Roome and McGovern were absent. Management Team present: Lori Elam, Lynn Bopes, Felicia Toppert and Becky Eskildsen. Julie Tischuk was absent. Guests from Vortex Digital Business Solutions: Jonathan Sabin, Justin Sines, Will Aden and Melinda Ragona.

Chair Beck commented that there was only one item on the agenda for today's special meeting and didn't feel that it needed review. All agreed.

Jonathan Sabin led the discussion on behalf of Vortex and began by explaining that the Vortex Team and region's management team have had several conversations, and today Vortex is sharing the initial changes being proposed based on those conversations. In general, the look of the website is moving to a more emotional appeal, as opposed to the current clinical appeal. He highlighted changes to the overall color scheme, the use of more images and the need for action statements that are more impactful.

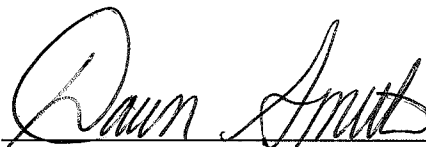
The Board stated that they liked the overall look of the proposed changes. They expressed that they want things to be easy to understand, avoid the use of jargon, keep things simple and provide easy access to resources, particularly the crisis line. Jonathan understood the Board's requests and indicated that simplicity is elegance. Jonathan assured the Board that the website is compatible with every mobile device.

The Vortex team will make further changes to the website based on the input received from the Board. They will attempt to adjust the size of several of the images, improve visibility and access to the crisis line and offer suggestions regarding the action statements. Once the changes are made Vortex will meet again with the management team to review the changes before presenting them to the Board.

Other Items: None

Public Comment: None

Meeting adjourned: 3:02pm



Dawn Smith, Secretary, Eastern Iowa MH/DS Region