

North Dakota One-Call Board of Directors Meeting

Meeting Date: May 14, 2009

The meeting was called to order by Chair Ron Ness at 10:00 AM in the Board Room of the North Dakota Association of Rural Electric Cooperatives building in Mandan, ND.

Board Members Present:

Ron Ness, Chair	Jerry Blomeke, Treasurer	Mark Dougherty, Secretary
Ed Williams	Brenda Derrig	Dennis Kellar, Vice-Chair
Dale Robbins	Perry Oberg	

Others Present:

Chad Olson – OCC, Inc.

Minutes:

Roll Call:

All Board members present as indicated above.

Agenda:

The meeting agenda for the May 14, 2009 North Dakota One Call Board meeting was presented. Jerry Blomeke moved to approve the agenda as published. Ed Williams seconded the motion. There being no discussion the motion was called. Ayes all, motion approved

Approval of previous meeting minutes:

Mark Dougherty presented copies of amended minutes for the February 12, 2009 Board meeting. After a brief discussion on the amendments to the minutes Perry Oberg moved to approve the February 12, 2009 Board meeting minutes as amended. Dennis Kellar seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

Financial report:

Treasurer Jerry Blomeke presented the current financial statements for review. The financial summary is as follows:

Income	\$19,502.35
Expenses	\$13,641.85
Ending Balance	\$5,860.50
Bank Balance	\$190,053.34

Ed Williams moved to except the financial statements as presented. Brenda Derrig seconded the motion. There being no discussion the motion was called. Ayes all, motion carried.

Treasurer Blomeke presented a financial trending report requested at the February Board meeting. Jerry summarized the content of the trending report.

Ron Ness summarized the discussion at the last Board meeting about how large a bank balance is enough for the operation of the Board and the final decision was this issue needs to be discussed further at a future meeting with information such as the financial trend data on hand. Perry Oberg commented the Board has been successful with obtaining grant funds and the Board dollar needs will

change if those dollars dry up. Perry also does not see the current bank balance as excessive. Ron Ness related a comment by Jim Holzer at the February meeting about the amount of dollars in the Boards account at this time seems large but should the Board have to defend against a law suit it would be used up in a hurry. Jerry Blomeke noted the Board has never spent the dollars collected to cover general Board expenses. Dale Robbins questioned how the advertising revenue is generated. Jerry Blomeke explained those funds come to the Board from ten cents collected on each one call ticket and notice handled by the one call center and does not include grant funds. Perry Oberg mentioned the huge change in ticket volume today versus when the Board started operation. Ron Ness stated, to keep up on the changing industry technology the Board may have to spend more dollars attending national functions due to OCC terminating their annual technology meetings. Board members all agreed the bank balance is not too large at this time but we need to decided what is an appropriate amount as we move forward over the next year. Ed Williams noted the exceptional increases in call volumes are bucking the national trends and this may reverse with a slowing economy. He also noted we possibly should look at doing some things other than advertising such as locator training and technology upgrades.

Jerry Blomeke noted he has secured a \$95,000 certificate of deposit and has purchased Quick Books accounting software as recommended in the Eide Bailly audit.

Approve bills:

Jerry Blomeke presented invoices for January, February and March in a total of \$25,410.06 and he recommended approval of payment. Chad Olson asked if the bills should be included in the Board meeting packet. It was agreed this would be a good practice which could start with the August meeting. Ron Ness asked if the center has done anything with the February request for more detail on the submitted bills. Chad related that Jim Holzer has not completed the task. Perry Oberg moved to approve payment of the bills presented in the amount of \$25,410.06. Ed Williams seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

Center Operations Report:

Operations report indicated the number of tickets has been down which is likely due to the weather. ITIC growth is good and we defiantly need to continue promotion of the home owner's ITIC-Lite system. A noted increase in process time may have been due to larger than normal amount of emergency calls caused by flooding across the State. Incoming call methods continue as in the past with 60 to 80 percent operator calls; 15 to 25 percent ITIC and 3 to 7 percent faxed tickets. Ticket type amounts remain consistent with the exception of an increase in emergency calls in January, February and March, which was likely due to the statewide flooding. Chad related the user satisfaction for ITIC is very high at this time and is likely due to the technology changes made in the last year. Ron Ness noted he's had good comments on Map URL.

Financial report was submitted for Board review. Chad summarized some of the expenditures of interest to the Board. Chad is getting a lot of calls for the ITIC-Lite brochures from local groups and cities. The radio and TV ads have been on going and the bills are now coming due. They are using three ads at this time including the "Private Facilities", "Website Update" and the new black and white ad. Chad related the black and white ad had a good reception from the public. Chad has set the advertising to continue through November. Radio is concentrating on the western part of the state to cover the energy boom. The grant funds used for 20 billboards have been received and the billboards should start appearing after May 27. The display was delayed due to the flooding condition across the state. Chad presented the distribution of media advertising dollars. Mark Dougherty asked what the time frame is on the listed advertising. Chad related it will run from now through November.

Perry Oberg asked if the Cable One ads are being used by the other stations. Chad responded yes and we have the right to use the ads as we see fit. Damage prevention grant funding has been put on hold because of the economic downturn. No one seems to know if the grants will be reintroduced at all or when.

Chad presented at the North and South Dakota Pipeline Conference in Rapid City, SD along with Larry Englerth. Other presentations and training for Northwest Contracting, Bismarck and ND Water Users Association, and will man the booth at the ND State Fair again in July. Chad attended all of the contractor dinners with the exception of a few due to weather.

Chad is working with Ellendale and Steele area individuals to start contractor dinners in those locales.

ND Locators plan to have a meeting the week of May 18. The plan is to have more presentations on locator processes at this year's annual conference.

Old Business

Map URL seems to have been well received by the ITIC users, based on individual comments. Mark Dougherty commented for the future we need to look at some usage measurement for all the new technologies we are adding to the website. This should help the existing Board members and future Board members to gauge the quality of our technology investments.

Ron Ness had hoped Jim Holzer would be here to answer some questions on the IVR system. Chad feels the system is being listened to due to the average call time of 110 seconds. Chad had a couple of really negative comments saying it's too slow.

The home owner email update is on hold indefinitely due to a couple of issues that need to be resolved. It may be a couple of months before implementation. Jim Holzer will notify the Board when this is going to happen.

Enforcement notices were sent by OCC corporate as a bill stuffer to all one call center customers just after January 1st. The broadcast message was also sent as planned. Jerry asked OCC to send a copy of the bill stuffer message to all Board members.

Ron Ness asked to have the Board information on the website to be updated. The operations report area needs to be updated as well. Ron Ness asked when the use of Dashboard will be started. Chad said the Board needed to ask for this report. Ron thought the report would be good for each Board meeting.

The Board discussed and decided to direct OCC to provide the Dashboard report in lieu of existing usage reports. Call made to Jim Holzer to deal with some of the current questions.

Qwest bill collection letters are getting more serious. The Board's thought is the next step is probably small claims court. Jerry related it is likely they do what most do with this type of bill and once it's turned over to collections they write it off their books and the collection company takes over. Board decided to continue their position and see what happens in the next year.

Action items from the February 12, 2009 meeting have all been completed or are in the works.

New Business

Ron Ness asked about the status of the Sentinel Mapping update. Chad could not answer as to what stage the process is at except he knows they are in negotiations. Chad related Jim is in the office if we'd like to call him.

Jim Holzer call:

Ron Ness asked about the status of the request for added detail on OCC invoices. Jim had a conversation with corporate and will get back to the Board after a follow-up with them.

Ron asked if OCC is going to use the Dashboard report rather than the existing operations report format. Jim sees no reason why OCC can't move forward and go back to the first quarter of this year and have this report on a quarterly basis. Jim agreed to make this happen.

Ron asked about the status of Sentinel negotiations. Jim related Sentinel is making contacts with those trial counties and working towards reporting. Cost for the five test counties will be about the cost of current full state updates. Jim related we have to determine if this is an economically feasible system to use and to do that we needed to run this trial process. The move to this system may take a process of adding parts of the state at a time rather than all at once.

What is OCC going to do with the Technological Outreach/Technology Committee meeting? Jim related a more regional approach for these meeting is being planned and the Midwest region has not set meeting place or date as of yet. Consideration as to what our region would include will be done when the early start of the season is past. Ron thought the whole country networking was valuable and OCC should find a way to be able to share those types of experiences.

2009 NDOC Board Meeting Schedule:

- August 13, 2009, 10:00 AM, NDAREC Board Room, Mandan, ND
- November 12, 2009, 10:00 AM, NDAREC Board Room, Mandan, ND
- February 11, 2010, 10:00 AM, NDAREC Board Room, Mandan, ND

Other Business

None

There being no further business to come before the board the meeting was adjourned at 12:15 PM.

Meeting Action Items:

Chad Olson:

- Provide Board Chairman with copy of OCC bills to be submitted for approval for placement in the Board meeting packets.
- Update NDOC web-site specifically in regard to the "Board of Directors" information, and the "Board of Directors/Reports" (Operations Report) for year-end 2006, 2007, 2008, and a quarterly report for 2009.
- Provide the Board of Directors with a copy of the bill stuffer OCC used to make the stakeholder enforcement notification.
- Investigate whether the Map-URL 1-800-245-5852 Help Desk number can be answered as NDOC as well as Gopher State.
- Visit with Jim Holzer in regards to the Boards inquiry into possibly monitoring Map URL usage.

Jim Holzer:

- Report on the Boards inquiry of providing greater detail in the "description" field on OCC billing statements for NDOC advertising.
- Move forward with the proposed Google dashboard format for the NDOC website counter.
- Move forward with proposed dashboard format for the Operations Report, post quarterly updates to NDOC website, and provide latest data available for NDOC Board meetings.

Submitted by Mark Dougherty, Secretary

Ron Ness, Chairman

Signature: Mark Dougherty

Signature: Ronald Ness

Date: 5/21/09

Date: 8/13/09