

# North Dakota One-Call Board of Directors Meeting

**Meeting Date: August 8, 2013**

The meeting was called to order by Chair Dale Robbins at 10:17 am at the Reservation Telephone Cooperative Board Room at 24 Main Street N, Parshall, ND.

## **Board Members Present:**

Dale Robbins – Cable Television – Chair  
Don Frye – Cities under 5000 – Vice-Chair  
Brooks Goodall – Telecommunications  
Brenda Derrig – Cities over 5000 – Secretary

Brooks Goodall – Telecommunications  
Mike Scheopp – Gas/Pipelines  
Mark Dougherty – Excavators

## **Board Members Absent:**

Ron Ness – Electric

Jerry Blomeke – Rural Water – Treasurer

## **Others Present:**

Chad Olson – ND One Call Board Representative  
Kevin Archer – Whiting  
Randy Heitz – Dakota Gasification

Charles Columbus – Hess  
Rich Brieley – Whiting

## **Minutes:**

### **Roll Call:**

Introductions were made; board members and others present are listed above.

### **Agenda:**

The agenda for the meeting of the North Dakota One Call Board of Directors was presented and approved with the removal of Annual Meeting at the top and the addition of 8g. Call from Contractor requesting fee to be placed on website.

### **Approval of previous meeting minutes:**

Minutes of the May 9, 2013 meeting were presented for review and comment to the Board of Directors. Don Frye moved to approve the May 9, 2013 meeting minutes. Mark Dougherty seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

### **Financial report:**

The financial summary for January through June 2013 was submitted as follows:

Total Income	\$ 246,845.41
Total Expenses	\$ 70,072.44
Net Income	\$ 176,772.97
Total Checking/Savings	\$ 554,485.93

Don Frye moved to accept the financial report as presented. Mike Scheopp seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

### **Approve Bills:**

Chad Olson presented the current advertising expenses for payment which include the months of April, May, and June. Don Frye moved to approve payment of advertising expenses as presented. Motion was seconded by Mark Dougherty. There being no further discussion the motion was called. Ayes all, motion was approved.

**Center Operations Report:**

Center Operations:

Call center activity was as follows:

<b>January – June</b>	<b>2012</b>	<b>2013</b>	<b>% Increase</b>
Incoming Tickets	89,464	85,469	-4.5%
Outgoing Tickets	510,920	506,985	-7.7%

The incoming tickets represented above for 2013 were split as follows:

Operators Calls	12%
Excavator Calls	75%
Homeowner Calls	13%

Types of locate requests were as follows for 2013:

<b>January – June 2013</b>	<b>% Total 2013</b>
Routine	68%
Emergency	2%
Respot	16%
Modify	13%
Meets	1%

Hold times for 2013 averaged 55 seconds and processing times averaged 7.3 minutes.

The hold time is getting close to the allotted threshold according to our contract. This is per call. Chad noted that during the visit to the Call Center many callers are not prepared with the needed information, which takes longer to process. Mark Dougherty also stated that with the new legislation locates may become larger and require more CSRs to stay below the 60 seconds.

It appears that ITIC users are still being sent back to 0 if they get an incorrect ticket prior to 40. At the November 2012 meeting it was stated that users were being sent back 5 if they were close to 40 and had an incorrect ticket. Chad was going to look into this.

**Advertising Report:**

The 2013 NDOC advertising expenditures are as follows:

<b>Budget Items</b>	<b>Total Year-End</b>	<b>Budget</b>
Promotional Items	\$23,992.03	\$25,000.00
Magazine & Other Print	\$15,497.38	\$13,000.00
Website	\$0	\$5,000.00
Trade Shows	\$4,025.00	\$8,000.00
Radio-Billboard-TV Advertising	\$48,575.51	\$100,000.00
Total of Items to Date	\$92,089.92	\$151,000.00

The 2013 NDOC Radio-Billboard-TV advertising expenditures are as follows:

<b>January – May 2013</b>	<b>Total 2013</b>
Radio	\$19,176.51
Billboard	\$8,250.00
TV	\$21,149.00

**2013 Advertising Update:**

Chad Olson stated that he has ordered all of his promotional items that he will need for the year. The internet budget is still at \$0. Brooks commented that we could look into the Fargo Forum or Bismarck Tribune web page and see if there is an advertising option there. There was discussion on the 811 bike tour and the State Fair and if

we received any feedback. Chad stated that he handed out baseballs at the Redhawks game, did burgers, chips, and pop at the State Capital, and it was a big draw at the State Fair.

#### Damage Prevention Updates:

##### Damage Prevention Dinners:

Chad stated that he has all the meetings scheduled with the exception of Fargo and Grand Forks. NDPA is still scheduling meetings.

##### PSC Enforcement Case File Update:

An updated list of the existing cases was handed out. There was a discussion on the length of process to work through the cases. Chad stated that he was going to visit with the PSC to see if the time frame could be shortened. Mike stated that the form is quite lengthy. Mark had worked on a simplified form to get it to a one page. Pat Phan is supportive of a shorter form. Mark will visit with the PSC and see where we are at with a shorten form and what the waiting requirements are for responses.

##### 2013 Pipeline Safety Grant Update:

Chad stated that they have received the grant and it is a little less than what was requested. They will use this money towards billboards.

##### ND CGA Funding Request:

There was a presentation on the benefits of CGA from the ND Chapter. They are looking to have quarterly meetings and change the locations throughout the state. They would like to have some training at these meetings to assist with attendance. They are looking for funding assistance from the One Call Board that would allow everyone to belong small or large. DIRT data would assist in pinpointing areas where education is needed. The Board discussed it would be nice to see what areas are in need of education. The ND CGA Chapter discussed the large amount of out of state contractors and the need to get information to them about our laws. The ND CGA asked if there was a possibility to charge \$.01 per ticket. The Board was not comfortable with a per ticket cost but discussed placing a line item for the NDCGA to assist in education. The ND CGA is looking for \$10,000 to assist with the funding of safety and educational events. The Board discussed that they could come to the meetings and give quarterly reports on the spending of the money. The Board will discuss this at their November meeting in setting their 2014 budget.

##### New File Upload Process:

Testing is set to be completed by August 9<sup>th</sup> and should be available. Mark will visit with him, due to the legislation going into effect on August 1<sup>st</sup>. This should have been ready for the August 1<sup>st</sup> date.

#### **Old Business:**

##### May 9<sup>th</sup> Action Items:

- Dale and Brenda provided Chad with the February and May minutes.
- Jim Holzer:
  - Sent out an e-shot to contractors informing them that the new laws concerning One Call do not go into effect until August 1<sup>st</sup>.
  - Provided the Board with a list of participants using fax machines for communication
- Chad Olson:
  - Received price to purchase 120 interactive clickers to use at meetings for \$6,068.07. Chad is working with the ND Pipeline Association who had 120 also. Will look to add to November budget.
- Board
  - Review pages 18, 19, and 24 in new handbook. The handbook has been printed. Mark did find a typo. We could place a correction on the website to note this.

All remaining actions items from May 9, 2013 have been completed.

**Fax Transmittals:**

There are 25 companies still using fax for communication. OCC could send out letters to let companies know that this option is going away if the Board decides to remove that option. Board Members should reach out to companies on the list that they know and ask why they continue to use the fax and how they feel about removing that option. We can revisit at the next meeting.

**NDOC Website:**

Chad has received very good comments from the new website. Mike stated that it is very easy to use. Chad received phone call and Dale got an email stating that the fees should be on our website. The website should state that contractors and utilities are charged for the ND One-call ticket, but not homeowners and farmers. It should show that the fee is \$1.25 and \$1.10 with the discount due to volume.

**New Business:**

**ELM Issues:**

They are still calling in for extensions. Mark did state that the number extensions have been reduced. Chad has been talking to a Mike and Wanda with ELM. He thinks they are getting overwhelmed with the number of locate requests. Mark stated that we could send letters to companies using ELM and inform them of what is going on. We need to encourage the companies being impacted by this to file complaints.

**Review of tickets and reduced fee:**

Dale wanted to visit and see how we are doing with the ticket prices and the ticket price reduction. We will know more in November and can reassess.

**OCC Technology Conference:**

Don will be attending in September. OCC will pay for one Board member. The Board will pay for any additional Board members that would like to attend. Chad will have them send out an agenda. Board members should contact Chad if they would like to go.

**Changes in the laws:**

Don Frye has received a few calls from small cities. Most comments have been positive.

**August 14<sup>th</sup> Action Items:**

**Chad**

- Inventory promotional items
- Add contractor and utility fee to website under a new fee tab. Should state \$1.25 reduced to \$1.10 with discount due to volume and that home owners and farmers are exempt from the fee.
- Look into opportunities to spend our advertising web monies. Some options were the In-forum and the Bismarck Tribune – online.
- Add CGA meeting information to our website.
- Send out technology conference agenda
- Position Duties

**Mark and Mike**

- Visit with PSC on short version of complaint form and the timelines are for responses.

**Board**

- Visit with utilities that you know on fax list to discuss discontinuing that option. Mark and Brooks reviewed some on the list. Will want to check with other Board members to see who they have visited with.

Mark, Ron, and Jerry

- Board Representative Committee

**Upcoming Meetings:**

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
November 14, 2013	10:00 AM	Regular	NDAREC Board Room
February 13, 2014	10:00 AM	Regular	NDAREC Board Room
May 8, 2014	10:00 AM	Regular	NDAREC Board Room
August 14, 2014	10:00 AM	Regular	NDAREC Board Room

**There being no further business to come before the board the meeting was adjourned.**

Submitted by:  
Brenda Derrig, Secretary

Signature: B. Derrig

Date: 11-14-13

Dale Robbins, Chairman

Signature: Dale Robbins

Date: 11-14-13