

North Dakota One-Call Board of Directors Meeting

February 22, 2008

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

Board Members Present: Brenda Derrig, Ron Ness, Dennis Kellar, Jerry Blomeke, Dale Robbins, Ed Williams and Mark Dougherty

Others Present: Chad Olson – One Call Concepts

Minutes:

Roll Call (Attachment #1): Record Attached

Agenda (Attachment #2):

Dale Robbins made a motion to approve the order of agenda as distributed with one correction to be made to change the meeting date from February 14, 2008 to February 22, 2008. Motion was seconded by Ed Williams. Ed Williams questioned the agenda item for the audit committee report. Jerry Blomeke suggested we research the cost of having a professional audit done in lieu of a board appointed audit committee. Dale Robbins suggested the Board audit committee find a professional auditor to conduct an audit. Jerry Blomeke offered to obtain some prices for a professional audit. There being no further discussion the motion was called. Ayes all, motion carried.

Approval of previous meeting minutes:

Motion to approve minutes of the November 8, 2007 meeting minutes was made by Jerry Blomeke and seconded by Dennis Kellar. There being no discussion the motion was called. Ayes all, motion carried.

Recognize New Director of Education & Public Relations – Chad Olson:

Ron Ness introduced Chad and welcomed him to service of the Board. Chad related he was enjoying the work so far and looks forward to the coming year. Good job so far Chad.

Financial report (Attachment #3):

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

Income	\$ 73,636.43
Expenses	\$ 65,270.51
Ending Balance	\$8,365.92
Bank Balance	\$ 148,438.08

Mark Dougherty inquired what the \$36 Bank Charge shown in “Outflows” is for? Jerry

Blomeke related it is the total of the \$3 per month charge for the Board's bank account. Mark also questioned where the advertising revenue comes from. Jerry Blomeke related when we get a payment from One Call Concepts, two thirds is for advertising and the remainder is for board expenses. Ron asked how big the rented storage facility is and Chad responded it's about 8' by 10' and is heated and inside the U-Haul facility off North State Street in Bismarck. Storage area will now be paid by the year rather than monthly.

Motion to approve the financial report was made by Dennis Kellar and seconded by Mark Dougherty. There being no further discussion the motion was called. Ayes all: motion carried.

Appoint Nonprofit Corporation Registered Agent:

Jerry Blomeke informed the Board of the requirement to appoint a registered agent for the NDOC nonprofit corporation. Don Nett has been the appointed agent in the past. Motion to appoint Chad Olson as the corporations registered agent was made by Dale Robbins and seconded by Ed Williams. There being no discussion the motions was called. Ayes all; motion carried.

Approve bills (attachment #4):

Chad Olson hand deliver a list of bills paid he received from corporate. Chad related the cost for a booth at the many exhibitions is normally around \$300 but can get up to \$400. AGC bills were for annual membership and one of the bills should be credited. Ron Ness questioned the past board position on association memberships and whether we should have that expense. The thought was where we stop. Chad is following what has been done in the past and the AGC membership is valuable to be able to attend some important meetings on safety and the ND Water Users membership is valuable as far as their meetings and updates available through that group. Motion to approve the advertising expenses as paid was made by Jerry Blomeke and seconded by Brenda Derrig. Ed Williams questioned what the Arrow Advertising expense was for and Chad related it was for the purchase of gloves used as promotion. There being no further discussion the motion was called. Ayes all: motion carried.

Election of Officers (attachment #5):

The nominating committee; Brenda Derrig and Mark Dougherty have visited with the existing officers about the fine job they've done in the past and if they would be willing to continue in the officer's position they now hold. They all agreed to service and therefore the following is the proposed slate of officers for election:

Chairman	Ron Ness
Vice-Chairman	Perry Oberg
Secretary	Mark Dougherty
Treasurer	Jerry Blomeke

There being no nominations from the floor Dale Robbins made a motion to cast a unanimous ballot for the slate of officers as presented. The motion was seconded by Mark Dougherty. There being no further discussion the motion was called. Ayes all: motion carried.

Center Operations Report (attachment #6.a thru 6.c.iv):

Chad apologized for the amount of paper but thought it was important to include the 2007 year end operations statements along with the 2008 reports included in your meeting packets.

See attachment 6.a for specifics. In general the system usage is increasing in all categories and hold time have improved slightly over 2006.

Ron Ness questioned why the board has not gotten this report since September. Chad will make sure they are sent to all board members on a monthly basis.

Chad distributed the 2007 Advertising Expenditures report as of December 31, 2007. Summarized as follows:

Promotional Items Expense (as of Dec. 31, 2007)	\$16,321.50
Magazines and Other Print Expense	\$202.50
Trade Show Expense	\$2,900.00
Radio – Billboard – TV Advertising Expense	\$27,853.63
One-Call Handbooks Expense	\$5,930.20
Total Advertising Expenditure	\$53,207.83
2007 Advertising Budget	\$54,000.00

Discussion was held on the use of electronic media and how it should be spent. Chad has made a proposal based on what has been done historically. Dennis Kellar is very much in favor of more radio ads due to the extreme rural nature of the NW North Dakota area. Chad asked what stations would be best used to cover that specific area. Ed Williams questioned how best to cover the Williston area and do we use Williston stations. Chad will continue to visit with Don Nett and further define station coverage areas to assure the ads are providing the appropriate coverage.

Grant effectiveness report. The NDOC grant was approved for \$10,618 out of our request for \$50,000. The funds will be used to advertise ITIC-Lite and private facilities promotion. 2007 push was for 811 education and Gloria of the PSC sent Chad some information on historic uses of the grant funds, which included 2005 use for movie slid ads run for 17 weeks, 2004 30 second TV ad spots, 2003 PSAs, 2002 radio and billboard ads and 2000 – 2001 call before you dig campaign. Dale Robbins asked what the grant amount was for 2007. Chad thought it was used for 811 TV and billboard and he was not sure of the amount. Dale asked if this grant funding will be affected if we don't move forward with statute enforcement. Ron thought the PSC gets funding that may be affected but it would not affect this grant.

Chad presented a list of planned and completed meeting and seminars scheduled for 2008. If anyone would like to attend these events, just contact Chad and he'll work to arrange the trip. Discussion was had on how to schedule Chad's time to be able to attend as many excavator and pipeline safety meetings as possible. Discussed whether Chad should exhibit at the State Fair in Minot. Direction was provided for Chad to attend the State Fair.

ITIC-Lite handbook is somewhat on hold until the NDOC website update is completed. Chad will continue to work on this item and get linkage to the new website. Chad provided a copy of Minnesota's handbook. Board viewed a proposed ad produced by Cable One for ITIC-Lite. Cable One ads are to be done at no cost and Midco ads to cost \$100 for two ads. Possibly use Property Owner instead of residential owner in the ads. Chad will make sure the board members receive regular ITIC-Lite reports. The report shows all ITIC usage and reads as follows:

Webusr4 ITIC In Review
Webusr5 ITIC Out of Review
Webusr6 ITIC Text Only
Webusr9 ITIC – Lite

Board viewed the “Walk a Mile in My Shoes” DVD on a locators point of view on damage prevention. Chad noted the DVD had some discrepancies which need to be fixed and will be. White lining is not required and 18 inches should be 24 inches. Ron Ness question the verbiage on re-spots if a known utility is not marked and that makes all utilities return to the site and waste the time.

Center tour is set for Thursday February 28. Chad will pick everyone up at Cass County Electric at 10:00 AM and pick Jerry up at his house. Arrive in Mendota Heights about 2:00 PM go to center after check in and then to dinner after.

ND Locators Meeting discussion. Ron Ness feels the main item was the desire for a meet ticket, limit on ticket size and deal with the continuous repeat of large project tickets. Some locators thought locate limits were in statute and we made it very clear it is not in law but only a rule. Situation on meets where excavator expects all locations to be done immediately after the meet needs to be dealt with although in the end the locators admitted it’s not a big issue.

No one attend the OSCS-CGA San Diego meeting and CGA activities.

CGA Partnership group had a meeting in November and not much to report other than Don introduced Chad and discussed the legislative work and other problems. Contractor attendance was poor which may have been due to nice weather. There may also be little they wish or need to talk about due to the fact that the system works quite well at this time.

Old Business

Website remodel conference call discussion with Jim Holzer of One Call Concepts. Jim made contact with firm which did Missouri’s site and the cost for redesign would be \$2765 and then an additional \$2860 for redesigning data bases which allow individuals to use the site for a total of \$5625. Another \$1100 is optional for photos. Jim relayed that John Eisele has a relationship with a photo company that may be able to save us this cost. Ron Ness doesn’t know if the quote seems reasonable or not and Jim related another one call got other costs and thought this quote was competitive. Timing would be based on their work load and when the board gives the go ahead. The board would like to see a proof of the site prior to finalizing the update. Dale Robbins and Dennis Kellar agreed to be the board’s website design committee to work with the web design company. Mark Dougherty made a motion to accept the proposal for website redesign for a cost of \$5625 and without the \$1100 cost for photos. The motion was seconded by Jerry Blomeke. Ayes all: motion carried.

Jim Holzer of One Call Concepts related it is not possible to set up a Map-URL test for all board members, but could set up a couple members with the use for some set trial period. The decision the board needs to make is whether to make Map-URL available to all members or just allow OCC to promote the use to individual member operators. Mark Dougherty made a motion to

allow OCC to make the Map URL available to NDOC member operators individually. The motion was seconded by Dale Robbins. Ed Williams asked in the marketing of Map URL; if a prospective user would be able to test drive the system. Jim responded that yes their thought was to allow the free use for a set time period prior to purchase. Ayes all: motion carried.

No additional information available on the problem related by Dickinson excavator on cross street information.

In an attempt to increase the clarity of the private underground facilities message on the one call center the message will be changed to the following: "If there are any private underground facilities operators in the excavation area you should contact them directly, and any underground facilities owned by the property owner may not be located or marked by local utilities."

Brenda related the survey response on municipal use of the one call system. To date the response has been positive for the use of the system on the city construction.

Nothing new to add on the enforcement statute journey through the interim committee.

Design locate ticket team has not met in a while and the Board needs to decide if we can support this effort. Ron's recommendation is to submit a final version to the engineers and let them move it to the legislature with the use of their newly hired lobbyist. Ed Williams asked about item a of item 3 on the operators language. Is it saying someone must attend the meet? Ron Ness said it did not add that requirement; you don't have to attend but can simply locate or provide maps. Ed also questioned the ability to charge for the first locate; but if they don't capture the locates and request an additional locate the operator could charge if they choose. Ticket limit was also questioned by Ed and how that would be policed. The center could do some things to control this ticket size. All board members felt they could support the existing draft bill. This would also follow for the informational ticket.

Discussion of Qwest billing for 811 tariffs. Ron is not sure what to do with this situation and feels they will not stop sending the bill. Mark Dougherty made a suggestion to have Qwest and the PSC attend the next meeting and settle this issue once and for all.

New Business

Comment to post the Board meeting agendas on our website prior to the meeting to allow someone the option to attend. Mark Dougherty had made this suggestion which may allow some input from interested parties.

Upcoming Meetings

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
May 8, 2008	10:00 AM	Regular	NDAREC Mandan
August 7, 2008	10:00 AM	Regular	NDAREC Mandan
November 13, 2008	10:00 AM	Regular	NDAREC Mandan
February 12, 2009	10:00 AM	Regular	NDAREC Mandan

Action Items:

1. Jerry Blomeke to check on cost of summary financial audit.
2. Chad to direct Tammy to send monthly reports to all board members.
3. Chad to update TV adds to property owner or other appropriate language.
4. Chad to direct Tammy to include ITIC usage report with monthly reports.
5. Chad to send Walk a Mile DVD to Jerry Blomeke, Ron Ness, Mark Dougherty and AT&S and make changes discussed.
6. Ron to send agenda for posting as soon as ready.
7. Ron to send letters asking Qwest and PSC to attend the next meeting to discuss this issue.
8. Dale Robbins and Dennis Kellar to work with the web designer on the redesign of NDOC website.

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

Submitted by Mark Dougherty, Secretary

Signature: 

Date: 04/12/2008

Ron Ness, Chairman

Signature: 

Date: 5-8-2008