

# North Dakota One-Call Board of Directors Meeting

**Meeting Date:** November 12, 2009

The meeting was called to order by Chair Ron Ness at 10:05 AM in the Board Room of the North Dakota Association of Telephone/Rural Electric Cooperatives building in Mandan, ND.

## **Board Members Present:**

Ron Ness, Chair

Ed Williams – Gas/Pipelines

Dale Robbins – Cable TV

Jerry Blomeke, Treasurer

Brenda Derrig – Cities > 5000

Mark Dougherty, Secretary

Dennis Kellar, Vice Chair

## **Others Present:**

Chad Olson – OCC, Inc.

## **Meeting Minutes:**

### **Roll Call:**

Board members in attendance are listed above. Perry Oberg representing the cities under 5000 was the lone board member not in attendance.

### **Agenda:**

The meeting agenda for the November 12, 2009 North Dakota One Call Board of Directors meeting was presented. Dale Robbins moved to approve the agenda as submitted. Mark Dougherty seconded the motion. There being no discussion the motion was called. Ayes all, motion approved.

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

Ed Williams moved to approve the August 13, 2009 meeting minutes as published and presented. Brenda Derrig seconded the motion. There being no discussion the motion was called. Ayes all, motion approved.

### **Financial report:**

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

Income	\$55,869.31
Expenses	\$57,450.45
Net Income	(\$1,581.14)
Bank Balance	\$183,468.80

Ed Williams questioned whether the statements provided are all year-to-date. Jerry Blomeke responded the data is all year-to-date. Ron Ness asked about entries on page 1 of the transaction list where \$595.00 is listed twice; once as a “Board Expense” and again as “Accounts Pay”. Jerry Blomeke stated this is the way the software lists an entry; until the check actually clears and is reconciled it lists the check as an board expense and the item as accounts payable. Jerry Blomeke will check to see if this report can be printed without showing those double amounts but he was sure it’s not affecting the totals.

Ed Williams asked what the difference is between “Advertising Revenue” and “Board Revenue”. Jerry Blomeke responded NDOC receives fifteen cents from each ticket generated and ten cents is designated for advertising and five cents is designated for Board expenses as per current contract.

Ed Williams asked about the expense shown for the Seven Seas. Ron Ness related the expense is for the lunch provided the Board at regular meetings.

Dale Robbins moved to approve the financial report as presented. Ed Williams seconded the motion. There

being no further discussion the motion was called. Ayes all, motion approved.

**Approve bills:**

Bills for July, August and September were presented for approval.

Ron Ness questioned the previous balance on the July schedule. Chad Olson related it has to do with when the checks are processed and has been cleared with Treasurer Jerry Blomeke.

Ron Ness questioned the double \$200 credits on the July schedule. Chad Olson related the Jamestown entry is a refund for a trade show cancelled due to spring flooding and the other indicates an adjustment to the previous schedule periods activity.

Chad Olson pointed out the description for Arrow Advertising on the August schedule should be "Material Advertising" rather than "TV Advertising".

Ron Ness questioned the two "refund from" entries in the financial statement transaction list. Chad Olson related they are from two contractor dinner contributions that were returned.

Ron Ness noted the total expense for July of \$26,591.79 increases by \$200 when enter as the previous balance of \$25,791.79 on the August schedule. Jerry Blomeke will make sure the numbers are right prior to making the final payment. Chad Olson will contact Bob Rogers of OCC, Inc. to get a clarification on the question.

Jerry Blomeke moved to approve payment of the submitted OCC, Inc. advertising bills. Mark Dougherty seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

**OCC Operations Report:**

Center Operations:

Chad Olson indicated he'd sent the current Dashboard report to Board members and summarized the content as follows:

- Both incoming and outgoing ticket number are up again from the 2008 numbers in all three months. North Dakota continues to buck the OCC, Inc. service area trend of mostly decreasing ticket numbers.
- Source of incoming tickets has remained stable with a slight decrease in contractor and other tickets and a corresponding increase in operator tickets from 2008.
- The type of ticket (emergency, updates and routine) has remained near the same so far this year.
- ITIC operator and excavator use increased to 41% for 2009 over the 28% for 2008 and fax use continues to decline.
- Time to answer has dropped considerably and is likely the result of the increased use of ITIC.
- There are still a good number of 811 calls.

Ed Williams asked if the increased use of ITIC is affecting the number of CSR's at OCC, Inc. Chad Olson responded he thought they keep a fairly stable number of CSR's (about 70) and when they don't have to answer calls they process ITIC tickets.

Dennis Kellar asked how the other states the Minnesota center services compare to North Dakota and would that affect the centers numbers. Chad Olson related the Minnesota center does not service states other than North Dakota and Minnesota but does help out in Kansas, Missouri and Texas when they have time dependent on OCC, Inc. system demand. Dennis further asked if the other states use ITIC as much as North Dakota. Chad Olson thinks their usage may even be larger and the current system improvements to ITIC may will spur an increase in North Dakota's usage in the future based on the amount of ITIC training. Dennis asked if google map procedures are covered in the ITIC classes and Chad responded in the affirmative.

Chad Olson told the Board OCC, Inc. is planning a system newsletter and would it be acceptable for him to provide North Dakota information when requested. Ron Ness asked about why OCC, Inc. is starting a

newsletter. Chad's thought is to allow sharing of information on industry trends, new technologies and other industry news. The publication would be shared with all OCC, Inc. service area stakeholders. Chad noted this newsletter is only in the planning stage at this time. The Board directed Chad to provide information as he sees fit.

#### Financial Report:

After some discussion, it was decided to revisit the need for this report at the February meeting.

#### Advertising Report:

Chad Olson distributed the Radio-Billboard-TV Advertising 2009 Proposal and stated the Board has requested in the past to attempt to provide advertising on a more year-round basis rather than the historic seasonal model. With the ads set-up for this year being completed prior to that request we did not meet that goal but came close and will improve for 2010. As indicated on the proposal the budget of \$50,000 is spent with total cost of advertising to-date at \$49,402.85. Chad Olson related he's had great feedback on the ads which would indicate our message is getting out there. This year the radio ads were increased to cover the construction related users that don't get a chance to watch much TV.

Ed Williams asked if it was the last meeting when we asked to spend more on advertising or was it further back and if that is when we went to \$50,000. Chad Olson related it was at the November 2008 budget meeting.

Dennis Kellar mention he sees a lot of flags in the field after a project is complete and suggested we look at addressing this with an ad or some type of education for the excavators. Chad Olson related he covers the requirement for excavators to pickup flags at the contractor dinners. Dennis further offered it maybe a problem of the number of out-of-state contractors who may not be familiar with the requirement. Mark Dougherty suggested it may be something we should do in a radio ad. Dale Robbins suggested it could also be part of the IVR message. Chad Olson will check with OCC, Inc. on the IVR message. Dennis Kellar suggested we check on putting a scroll on the website.

#### Chad Olson Report:

##### Pipeline Safety Grant:

Received \$9,905 from PHMSA for 2009 and the funds were used for billboards. Gloria and Chad discussed the 2010 grant and Gloria's suggestion was to use the funds available if any on billboards.

Chad Olson distributed a list of past grant receipts and what programs were funded.

Chad Olson related he talked to Al Moch about the Pipeline Damage Prevention grant application he was working on and Al Moch related the funds for that program have been frozen and he thinks the program is dead. Al is going to retired June 30, 2010.

The Board agreed continuing the billboards would be a great idea.

#### 2010 Advertising Budget:

Chad Olson distributed a proposal for the 2010 Advertising Budget. The following is a summary of the budget changes for 2010:

- Increase promotional items expense by \$3,000 to \$15,000. This was mostly to cover the Board directed cost of providing higher end promotions to the contractor dinners and the usual increases in all items.
- Magazines and other print was increased by \$2,000 to \$4,000 due to Chad's plan to do more handout type brochures which can be used by cities, counties and in the One Call booth at trade shows and fairs.
- Trade show expense was increased by \$2,000 to a total of \$7,000. The cost of trade show booth space is steadily increasing and the number we attend is up.

- Radio-Billboard-TV advertising remains at the 2008 level of \$50,000.
- \$2,000 was added to fund the replacement of a laptop computer and printer which is 5 years old.

Ron Ness mentioned the increase over 2008 would be about 10%. Dale Robbins asked what the radio-billboard-TV advertising increased last time. Chad Olson stated the increase was \$12,500 (\$37,500 to \$50,000) and that the increase was made in November 2008.

The Board agreed the laptop and printer update is a reasonable request and directed Chad to move forward when needed with the replacement.

Mark Dougherty moved to approve the 2010 Advertising Budget as proposed with the addition of an increase to the radio-billboard-TV advertising budget item of \$10,000 for a total of \$60,000, with the additional dollars being primarily focused on statewide radio ads.

Mark's intention is this will help facilitate the desired year-round media ad campaign and also noted that when you add in the safety grant fund we used to get this gets us back to about where we were some years ago.

Jerry Blomeke seconded the motion.

Ed Williams pointed out that in about the last three years we've just about doubled our advertising and at some point we need to attempt to measure the effectiveness of the program. Chad Olson related the ND Pipeline Association would like to do a survey at a cost of about \$14,000 and would be willing to share the survey information if they'd be allowed to tag onto to some of our media ads. There maybe others wanting to tag on also. The Board was supportive of doing this as long as the NDOC maintains control of the advertising. Discussion was had about when do we stop increasing the advertising and look at possibly reducing the ticket price. Chad Olson related the Pipeline Association did a similar survey in Montana and he will try to get info on that survey for Board review.

There being no further discussion the motion was called. Ayes all, motion approved.

Chad provided a review of 2009 advertising expenditures which illustrated the need for some of the adjustments made for the 2010 advertising budget. Ed Williams asked what constitutes the budget year. Chad related it runs on a calendar year (January to December).

Jerry Blomeke stated he has always accounted for the contractor dinners as a Board expense rather than an advertising expense. From here forward Chad should not include those costs in the advertising budget.

Chad distributed the proposed advertising expense breakdown for the Board's review. Chad will make adjustments to include the \$10,000 increase in the radio-billboard-TV ad dollars.

2010 Presentations/Exhibits – Excavator/Operator Meetings:

Chad Olson distributed his current meeting schedule. He continues to work with some groups and will add those on the website and the list when they are confirmed. Dennis Kellar asked if there are going to be scheduled ITIC training classes. Chad Olson said he is working on a schedule and plans to have an ITIC Training session before each contractor's dinner and in the large locations before those pipeline safety meetings. Chad will include those items to the list when complete.

Chad Olson distributed a list of promotional items in inventory for the Board's review and comment.

CGC Update:

No new information to report at this time.

**Old Business:**

Map URL Counter Update:

Mark Dougherty, who brought this item to the last meeting, suggested we take this item off future agendas. After rethinking this item Mark decided it's not that important to monitor this specific service.

NDOC Help Desk Number Update:

Chad Olson relayed information provided by Jim Holzer indicating the number is now answered simply "help desk". This completes the change the Board had requested.

ITIC Credits Disbursement Status:

Ron Ness relayed message from Jim Holzer, the responsibility for this has been given to Hanover, MD and we should see something by November 25, 2009. Then it should be a monthly item after that. The approximate amount at this time is about \$11,852.

Homeowner Email Update:

Jim Holzer is to provide an update on this issue at the February meeting. This has to do with capturing home owner emails to allow sending system info to past users. This is something OCC, Inc. wanted to do and it needs to get done or be taken off our agendas.

Sentinel Land Based Evaluation Update:

No new information since last meeting. The analysis continues and from available reports seems less promising than thought originally. OCC may have some idea of possibilities of use in the first quarter of 2010.

OCC 2009 Regional Technology Meeting Report:

Ron Ness presented his summary report of the regional meeting in Kansas City, MO. Ron and Jerry Blomeke attended and thought the meeting was good but not nearly as beneficial as the annual meetings they use to have. Jerry Blomeke found the meetings beneficial and had an opportunity to relate better to some of the terminology Jim Holzer uses during our regular meetings. Thanks to Ron for providing an excellent report.

Board Meeting Date Change;

Ron Ness wanted to be sure the November 2010 meeting was changed to November 10, 2010 due to the normal Thursday date being Veterans Day.

2009 Damage Prevention Grant Application Request:

PHMSA has frozen these funds and the project seems to be dead in the water.

August 13, 2009 Action Item Review:

All items have been cleared.

**New Business:**

Nodak REC Emergency ITIC Requests & Ticket PDF Attachment:

Nodak REC asked if it would be possible to request emergency locates through ITIC. Brenda Derrig asked why it's not available in North Dakota. Ron Ness related it was decided sometime back North Dakota would require emergency locates to be telephoned, as the CSR reads back the definition of emergency to make sure the user understands when an emergency is justified and some worry about abuse of the emergency locate allowance. Chad Olson related it is partly because of the requirement for a call back. The Board decided not to take action on this request as no other users are asking for the service. PDF attachment item is being worked on by OCC, Inc. and we'll take a look at that when they have something fleshed out.

Emergency Locate Extended Start Dates:

See above

Nustar Energy PSC Complaint:

Ron Ness informed the Board Nustar Energy has made a formal complaint against Riley Brothers, Inc. for digging without a ticket in close proximity to a pipeline. No details of the complaint are available and the

Board hopes the PSC will keep us in the loop as the complaint progresses through their system. This is the first complaint using the recently identified procedures.

ND Locators Association Q/A Session Item Review:

Ron Ness provided a list of possible discussion items for the 2010 locators meeting. Reason for the list is last year it took some coaxing to get discussion started. The session is January 6, 2010 at 3:30 PM at the Ramkota Hotel Bismarck.

Select Audit Committee and/or 2010 Eide Bailly NDOC Financial Audit:

The Board discussed and reviewed the by-laws requirement for a financial audit to be done on a yearly basis. The by-laws require the audit to be done by a professional and therefore the Board decided to use Eide Bailly as was done last year and there is no need to select a committee made up of Board members.

Jerry Blomeke illustrated one problem with getting the audit report review at the annual meeting (February). With our year ending in December and data gathering done in January it's not possible to have a report by annual meeting time in February.

Mark Dougherty suggested we move the annual meeting to May which is allowed by by-laws.

Dale Robbins moved to move the 2010 Annual Meeting to May 13, 2010. Motion was seconded by Jerry Blomeke. Mark Dougherty suggested we should draft an amendment to the NDOC by-laws to move all future annual meetings to the May meeting date to allow time for audit report completion. Mark Dougherty volunteered to draft the amendment.

There being no further discussion the motion was called. Ayes all, motion approved.

NDOC Board of Director Elections, Jerry Blomeke and Ron Ness:

Director positions to expire are Rural Water Representative - Jerry Blomeke and Electric Representative - Ron Ness. Ron Ness related he will make contact with electrical utilities to determine if anyone is interested in the position. Jerry Blomeke is willing to serve another term.

Select Officer Nominating Committee:

Brenda Derrig and Ed Williams volunteered to serve as the 2010 nominating committee.

November 12<sup>th</sup>, Action Item Review:

Action items are as follows:

Chad Olson:

- Check delay in distribution of the NDOC Monthly Reports, the last Monthly Report provided by OCC had an "Ending Accounts Receivable Balance" date of 8/31/09
- Check on Montana one-call survey results as provided by the Pipeline Association
- Check on details of Montana's joint one-call advertising agreement with the Pipeline Association
- Check on the Pipeline Association proposal for joint NDOC advertising
- Update NDOC web-site in regard to change in NDOC Annual Meeting date (move 2010 to May 13)

Ron Ness:

- Term expires at the May 2010 NDOC Board Meeting, contact represented industry leaders regarding board member selection

Mark Dougherty:

- Investigate requirements and procedures for changing the NDOC bylaws in regard to the NDOC annual meeting date

Jerry Blomeke:

- Investigate paper record retention requirements for NDOC
- Work with Eide Bailly on 2009 NDOC "Agreed Procedure" financial audit
- Term expires at the May 2010 NDOC Board Meeting, contact represented industry leaders regarding board member selection

Brenda Derrig:

- Serve on 2010 NDOC Officer Nominating committee

Ed Williams:

- Serve on 2010 NDOC Officer Nominating committee

**Other Business:**

Design Locate:

Brenda Derrig asked about the status of the Design locate statute change. Mark Dougherty informed the Board he had talked to Tom Hanson of Webster, Foster, Weston recently about that topic. Tom Hanson is trying to get some of the engineering groups together to work on this issue and will keep Mark updated. The issue has been quiet due to personnel changes and the Board's decision not to lead the statute change effort, based on the ND ACEC group hiring their own lobbyist who should be capable of taking the lead on the issue. Mark Dougherty told Tom Hanson if his group drafts an acceptable bill the NDOC Board of Directors would likely provide support for passage.

NDOC brochure:

Chad Olson presented a draft brochure to be used as hand outs to cities, counties and possible use at trade shows and fairs. Board members can let Chad know if they have any ideas for change.

Email on Request for Comments on PHMSA Rule Changes:

Email sent for your information only, for those wishing to provide comments to PHMSA.

Multiple Tickets on Well Sites:

Chad Olson receives a number of calls from the oil patch on why each subcontractor has to send in locate requests on a well site when there is nothing there as identified in the first locate or all existing utilities have been located and everyone onsite knows their location. Ed Williams stated it's required by law.

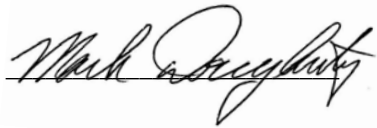
**Upcoming Meetings:**

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
February 11, 2010	10:00 AM	Regular	NDAREC Board Room
May 13, 2010	10:00 AM	Annual	NDAREC Board Room
August 12 2010	10:00 AM	Regular	NDAREC Board Room
November 10, 2010	10:00 AM	Regular	NDAREC Board Room
February 10, 2011	10:00 AM	Annual	NDAREC Board Room

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

Submitted by Mark Dougherty, Secretary

Ron Ness, Chairman

Signature: 

Signature: \_\_\_\_\_

Date: 11/13/09

Date: \_\_\_\_\_

DRAFT