

# North Dakota One-Call Board of Directors Meeting

**Meeting Date:** November 13, 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 – Chair  
Ed Williams  
Dale Robbins

Jerry Blomeke – Treasurer  
Dennis Kellar  
Mark Dougherty – Secretary

## **Others Present:**

Chad Olson – One Call Concepts  
Gloria Geiger – Public Service Commission  
Darrell Nitschke – Public Service Commission

Jim Holzer – One Call Concepts  
Al Moch – Public Service Commission

## **Minutes:**

### **Roll Call:**

See above list.

### **Agenda:**

Brenda Derrig made a motion to approve the meeting agenda as presented. The motion was seconded by Dale Robbins. There being no discussion the motion was called. Ayes all, motion approved.

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

Dennis Kellar made a motion to approve the August 7, 2008 meeting minutes as published and presented. Ed Williams 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. The financial summary is as follows:

Income	\$69,903.80
Expenses	\$21,597.75
Ending Balance	\$48,306.05
Bank Balance	\$196,744.13

Dale Robbins made a motion to approve the financial report as presented. Brenda Derrig seconded the motion. There being no discussion the motion was called. Ayes all, motion approved.

### **Approve bills:**

One Call Concepts (OCC) submitted an invoice for advertising in the amount of \$36,621.46. Jerry Blomeke made a motion to approve the submitted bill. Mark Dougherty seconded the motion. Ron Ness questioned whether we're holding up some of the payments to OCC? Jerry explained there was some confusion on some billings caused by the change over from Don Nett to Chad Olson as board representative and partly due to Jerry's recent illness. Jerry met with Chad on the way to this meeting

and got on the same page and up to date as of September 30, 2008. There being no further discussion the motion was called. Ayes all, motion approved.

### **Center Operations Report:**

- Chad distributed the current operations reports. Chad summarized the overview sheet and pointed out that the incoming tickets have already surpassed last year's numbers by 3000 tickets. Jim Holzer remarked the numbers are incredible as it is the absolute opposite of the trend in the rest of the nation. Discussion pointed to the increased energy activity in the state may have a big effect on our ticket numbers. Ron Ness mentioned the average hold times have been exceptional all year. Jim Holzer responded, the center's staff has stabilized and the resulting experience is showing. Chad further noted the fax method tickets have increased 3%, and the ITIC usage has increased 5%.
- Jim Holzer is very pleased with the recently initiated IVR system and has received only one negative response. Jim feels the users appreciate the consistent message given and the caller is in complete control of time and information received. Jim asked if the board members hear anything to please let him know. He related it has been well received in their other service areas.
- Chad reviewed the ad expense list. All items are within budget except the trade show expenditure has exceeded the budgeted amount by \$1,519.00 but feels that was due to the increase in the individual show fees. Less fall ads were run mostly waiting for the remodeled website to be completed. Al Moch questioned if Chad had received the information on the South Dakota April Pipeline Safety Seminar in Rapid City. Al will make sure to send the info to Chad. Ron Ness asked if there was any TV or radio advertising at this time. Chad responded there are no ads running at this time. Some magazines ads for coming trade shows. No TV or radio ads were run this fall. Was again waiting for the completion of website. Chad related he'd gotten good comments on the TV and radio ads used this year. Dennis Kellar questioned the Jamestown Chamber of Commerce expense. Chad answered the expense was for an ad for their home and garden show.
- Ron Ness asked about the pipeline safety grant effectiveness report. Gloria Geiger asked who is going to do the report. For calendar year 2008 we received \$10,618 and all was expended this fall for a newspaper clipart ad. There are nine dollars remaining. Gloria has no idea about the effectiveness and noted with this type of ad it's very hard to get feedback. Al Moch related thoughts on this type of ad that you can't miss this type of ad and hope the people read the ad. Gloria related the PSC has applied for the 2009 pipeline safety grant in the full amount of \$50,000 and will not know until March what the grant will actually be and plan to use the funds for billboards and TV/radio ads depending on the final amount received. Jim Holzer offered to pull the 811 call volume difference from last year which may be useful in determining the ads effect. Discussion on where the focus of coming ad campaigns may need to shift more to the western part of the state due to increased energy activity. Gloria and Chad to work on effectiveness report.
- Al Moch asked if the Board had time to discuss the damage prevention grant. The ND PSC is in the process of applying for funds under the one call damage prevention grant program and will apply for the largest amount available. The funds will be used for salary for a part time position to attend pipeline meetings, create a professionally done DVD on pipeline safety to provide information to the Governor, legislator and other groups as needed. Primary use of the DVD is to introduce and promote the damage prevention program. The one call Board will be the first to see the DVD. The funds will also be used to produce a pamphlet to promote the damage prevention program. The production of a power point program to be used for presentations on the damage prevention program. This power point will be made in

two versions about 30 minutes in length; one version to be used to educate and sell the statewide damage prevention program to the various stakeholders. Version two to be used at various public forums. Al will work with Chad so they don't duplicate items at the same meetings. Photos will be needed and Al will be asking for help in obtaining a good photo library on damage and good practices being used in ND at this time. Part of the program will include a process to report damage occurring in ND. Total estimated budget is \$100,000. Mark Dougherty related the national damage reporting tool provided by the Common Ground Alliance. This tool has not been widely used by the ND stakeholders. Ed Williams asked about the origin of this grant. Al offered it was created in the recent Pipes Act passed by the 110<sup>th</sup> Congress. Jerry Blomeke asked if enforcement is part of the damage prevention plan. Al responded yes it is a part of the program and the plan was written to deal with about 15 complaints and part of the funding is specifically for enforcement costs (writing complaints and hearings). Some continued general discussion continued on the details of the program and if they'd wind up being a police agency to force compliance with one call laws. Conclusion was to wait for the final program funding and details.

- 2009 Proposed Ad Budget - Chad distributed the 2009 advertising budget. He would like to increase the budget by \$10,500. The items slated for increase would be: promotional items such as an update to booth signage, trade show costs by \$1000, TV/radio increase by \$500 and handbook costs increase by about \$400. Ron Ness noted the handbook cost is \$7000 of the \$10000 increase. Dennis Kellar asked how long the handbooks will last and Chad thought they should last for two years. Discussion on when the ads should be run. Should we not run TV/radio ads all winter when people are watching more than in the summer. Also, the western activity in the oil patch continues through the winter. Mark Dougherty noted the bank account is fairly healthy and we should maybe do more full year advertising programs. Ron Ness noted the past discussion on using grant funds for locator education programs and this maybe the time to reconsider that possibility. This maybe more important with a number of new entities operating in the state. Question asked as to whether the utility companies send locators to any national training programs. Consensus was most training is done by equipment representatives. Dale Robbins made a motion to increase the Radio-Billboard-TV Ads budget from \$38,000 to \$50,000 making the total budget \$76,000. Ed Williams asked if this is to move to a more total year advertising plan. The proposal is made to do more yearly ad campaigns. Jerry Blomeke seconded the motion. Ed Williams asked for more direction on a change in promotion timing. Jerry Blomeke feels we'll get updates and be able to direct how the money is spent as we go through the year. Ed just wanted to make sure we all know the advertising we are doing is fairly effective due to our continued growth in ticket numbers and we want to add to that growth in usage and not just increase what we're currently doing which may not improve our usage. Dennis Kellar suggested the use of radio ads may be the most beneficial promotion in the western energy fields, due to the remoteness of the area. There being no further discussion the motion was called. Ayes all, motion approved.
- 2009 Ad Plan – Chad Olson distributed the 2008/2009 meetings schedule for the Board's review and comment. Dale Robbins asked if any presentation have been made to any of the larger contractors in the State. Chad has worked with some contractors on new hire orientations and at some DOT and NDANG meetings. Chad added most of the meetings are set dates but still waiting for some contractor meetings to be scheduled.
- Chad Olson distributed a warehouse inventory list. Search light will be contractor meeting door prize. Other items are booth display give away pieces.
- ITIC-Lite Handbook Update – Chad presented the handbook to be printed soon for about \$624 and he'll make sure it gets loaded on the new website. Steps to be coordinated with the website controls.

- 2009-2010 NDOC Handbook Update - Chad presented the front cover look of the handbook and indicated it would be printed before the first scheduled meetings. The Board was in approval of the cover and indicated we should get it printed as soon as possible.
- Locators Association Conference – January 7, 2009 at 3:30 PM for Board panel discussion. Ron Ness asked if Chad was going to attend the Conference and if they have ever talked about locator training. Chad didn't see anything on their agenda for that item but he could bring the topic up.
- CGA & SENDUP – Nothing new to report and the SENDUP group has been quiet. Mark Dougherty added the CGA annual meeting is in Orlando, Florida in March.
- Chad passed around a card and Gopher State Booklet he got at the Technology Conference for the Board's review. These may be items we want to include on our new website to keep our stakeholders informed on new items.

### Old Business

- New Website – Dale Robbins reports he thinks the site looks good and the consensus was to move forward with the roll-out. Jim Holzer said they could be ready with the roll-out after completion of management training for OCC staff. Suggest was made to provide an information template on the website for both home owners and contractors so they know what information they'll need when they make that first call.
- Notification Center Internal Communication Feature – Jim Holzer provided they have initiated the fix for bad information troubles of the past year.
- Call Center Weekend Operations Update – Situation where emergency requests were not taken due to switch in where the calls were handled. It involved some retraining of OCC Wisconsin home agent staff. OCC Minnesota is taking the weekend calls again as of next weekend (November 22, 2008).
- Map-URL Update – Board had questions about this item on the contract renewal. OCC has decided to offer this option free to all users. Automated receiving software users may have troubles if system just added to their service.
- ND IMAP Plans – Is available to ND Utilities
- OCC Base Map Update – Should be complete November 22, 2008. Ron Ness asked if a user would still get paper maps if they opt to use IMAP. Jim Holzer indicated the purpose of IMAP is to do away with paper maps.
- ITIC Map-Tools Update – This feature allows a text only ITIC user to view a map with the excavation polygon drawn around the area and then the user can toggle through some polygon change options and if they agree with the polygon they can release the ticket and if they don't agree the ticket can go immediately to review. Worked as hoped in Minnesota by reducing the time to release a text only ticket by have the user agree and release the ticket. Other ITIC users have the use of the same set of tools to hopefully speed up their use. Feature in active now in North Dakota.
- OCC Contract Extension - Ron Ness talked to OCC account at the Technology Conference and he thought we'd be able to refund ITIC savings to user. Jim Holzer related a subsequent discussion with the account and this is not possible. Mark Dougherty offered if we receive enough of a refund for ITIC use to lower the ticket cost we can lower the ticket price and make sure all users know the reason for the savings ITIC use and hopefully this will encourage more users to go to ITIC. Jim Holzer related the publicity and education fee can be changed at any time. Ron Ness reviewed the details of the contract extension cost items. Dale Robbins asked how positive response would work. Jim Holzer offered because ND does not have a law requiring positive response we would need to make rules for everyone to operate under. Jim described how other systems work with positive response. This would not

be an option we could institute for this contract extension. Dale Robbins made a motion to execute the contract extension with OCC as presented including Base Map Update (\$0.03) and Web Site Administration (\$0.01) as option for a total ticket cost of \$1.30 per ticket. Brenda Derrig seconded the motion. Ron Ness asked about what would happen if we did not opt for the base map update. Jim Holzer indicated if we did not chose option number 4 there would be no update. Ed Williams asked if the \$0.03 is for the annual update or is the annual update. Jim Holzer said it is the annual update. Other discussion on other mapping opportunities and if we get a benefit by spending the \$0.03 per ticket. There being no further discussion the motion was called. Ayes all, motion approved.

- Natural Resource Interim Committee Update – Letter was sent thanking the committee for their help and stating we’re satisfied with the committee study outcome.
- NDOC Stakeholder Notification on Enforcement Issue – Ron Ness feels this is an important item and we should let them know what the procedure is and that there is a process. A lot of stakeholders are unaware of the fact they could be penalized for not following the law. Notification could be done by mailing through the center and citing on the NDOC website. Dennis Kellar questioned how we would know the message gets to the right individuals in the industries involved. Mark Dougherty suggested maybe we let Al Moch present this information through the damage prevention grant. Ed Williams suggested we need to let the stakeholders know what constitutes a compliant and how and where to make the complaint and what the penalties could be. Ed Williams asked should we make our interpretations or have the PSC provide us some information for submittal. Ron Ness thought we need to only let our stakeholders know there is now enforcement and where in statute to find the procedure. Ed Williams offered to make do some work on text to provide a stakeholder notice of enforcement. Discussion on means to distribute the information on enforcement procedure with website and bill stuffer coming out as the best options.
- NDOC Phone Book Listing – No new information and suggestion made to research cost of listing in DEX books. This listing would just as North Dakota One Call in the business section in the areas where we don’t have an office.
- Review of August 7, 2008 Actions

**New Business**

- 2008 OCC Technology Committee Meeting Reports – no questions or comments
- Homeowner Email Option – OCC asks Minnesota homeowners who use the center for their emails for future communications and annual reminders to use one call before you dig. This would be very easy to implement. Great for notice on private facility and ITIC Lite information. Consensus of the Board to implement this process.
- Dave Murphy Complaint – Informational only
- SD Attorney General Opinion on Municipal Utilities Service Laterals – Informational only
- 2009 Officer Nominating Committee – Dennis Kellar and Brenda Derrig volunteered to serve on the committee.
- 2008 EideBailly NDOC Financial Audit – EideBailly suggested doing an “agreed procedure audit” for \$2200 due to the prohibitive cost of a full blown audit. Can be done in January in conjunction with the Cass Rural Water audit. Jerry Blomeke was provided Board direction to move ahead with an “agreed procedure audit”.
- Chad Olson asked if anyone was interested in a center tour. No takers this time.

**Upcoming Meetings**

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
February 12, 2009	10:00 AM	Annual	NDAREC-Mandan

May 14, 2009	10:00 AM	Regular	NDAREC- Mandan
August 13, 2009	10:00 AM	Regular	NDAREC-Mandan
November 12, 2009	10:00 AM	Regular	NDAREC-Mandan

**Other Business**

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

**November Action Items:**

1. Ron Ness – Send letter to OCC on contract extension
2. Ed Williams – craft text to provide stakeholder notice on enforcement issue
3. Chad Olson – Phone book listing research of cost for DEX listing in business sections and reserve Board Room dates
4. Mark Dougherty – Send Ron copy of Mark B letter on contract extension
5. Jerry Blomeke – move forward with “agreed procedure audit”

Submitted by Mark Dougherty, Secretary

Ron Ness, Chairman

Signature: 

Signature: 

Date: December 24, 2008

Date: 12/31/08