

# North Dakota One-Call Board of Directors Meeting

**Meeting Date: November 16, 2011**

The meeting was called to order by Chair Dale Robbins at 10:12 am at the Radisson Hotel at 605 East Broadway, Bismarck, ND.

**Board Members Present:**

Dale Robbins – Cable Television - Chair	Brenda Derrig – Cities over 5000 - Secretary
Dennis Kellar – Telecommunications – Vice-Chair	Mark Dougherty – Excavators
Don Frye – Cities Under 5000	Ron Ness - Electric
Jerry Blomeke – Rural Water – Treasurer	

**Board Members Absent:**

Mike Scheopp – Gas/Pipelines

**Others Present:**

Chad Olson – ND One Call Board Representative  
Jim Holzer – One Call Concepts, Inc.

**Minutes:**

**Roll Call:**

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. Mark Dougherty moved to approve the agenda as published. Don Frye seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

**Approval of previous meeting minutes:**

Minutes of the August 11, 2011 meeting were presented for review and comment to the Board of Directors. Jerry Blomeke made a motion to approve the August 11, 2011 meeting minutes as presented. Don Frye seconded the motion. There was then discussion on if there was a vote at the August meeting to move forward with the Audit. There was discussion that we wanted to move forward, but no motion was made. There being no further discussion the motion was called. Ayes all, motion approved.

**Financial report:**

Treasurer Jerry Blomeke sent the current financial statements for review prior to the meeting and handed out a transaction detail by account summary for review. The financial summary for January through September 2011 is as follows:

Total Income	\$105,016.80
Total Expenses	\$ 96,987.45
Net Income	\$ 8,029.35
Total Checking/Savings	\$272,180.99

Mark Dougherty questioned the Farmers Union expense. Treasurer Blomeke stated that it covered general liability for the Board. There was then discussion on the amount of money in the account and if there are items we should be addressing by putting more money towards. Ron Ness moved to accept the financial report as presented. Mark Dougherty seconded the motion. There being no further discussion the motion was called. Ayes all, the motion was approved.

Treasurer Jerry Blomeke made a motion to approve a resolution to set up a money market account with Bremer Bank. Ron Ness seconded the motion. There being no further discussion the motion was called. Ayes all, the motion was approved.

**Approve Bills:**

Chad Olson offered the current advertising expenses for payment which include the months of July, August, and September. There was discussion regarding a bill for an email submission problem in July in the amount of \$68.85. It was the Board's position that this should be included in the maintenance fee that is paid to One Call Concepts. Jim Holzer confirmed that it was a maintenance issue and instructed Chad Olson to call and a reimbursement will be made back to the Board. Ron Ness made a motion to approve payment of the advertising expenses as presented. Motion was seconded by Don Frye. 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>July – September 2011</b>	<b>2010</b>	<b>2011</b>	<b>Total</b>	<b>% Change</b>
Incoming Tickets	46,380	60,739	14,359	57
Outgoing Tickets	77,118	111,163	34,045	59

The incoming tickets represented above were split as follows:

Operators Calls	17%
Excavator Calls	69%
Homeowner Calls	14%

Types of locate requests were as follows for the third quarter of 2011:

<b>July – September 2011</b>	<b>% Total 2010</b>	<b>% Total 2011</b>
Routine	82.5 %	77 %
Emergency	2.1 %	2 %
Update	15.4 %	21 %

Methods used to request locates were as follows for the third quarter of 2011:

<b>Call Method</b>	<b>Number</b>	<b>% of Total</b>
Fax	4,617	7.6%
ITIC	18,636	30.7%
Operator Ticket	37,486	61.7%
Total Tickets	60,739	

Hold times for the second quarter averaged 45seconds and processing times averaged 7.6 minutes. Jim Holzer stated that locates are still going up in North Dakota where the trend across the country is declining or steady.

**Advertising Report:**

As of November 15, 2011 the NDOC advertising expenditures are as follows:

<b>Budget Items</b>	<b>Total to Date</b>	<b>Budget</b>
Promotional Items	\$20,122.48	\$18,000.00
Magazine & Other Print	\$13,458.76	\$8,000.00
Trade Shows	\$5,600.00	\$8,000.00
Radio-Billboard-TV Advertising	\$70,883.29	\$76,000.00
Total of Items to Date	\$110,064.53	\$110,000.00

Jim Holzer stated that he has not received the advertising information that he was gathering for the Board. He will forward the quote and recommendation from MGH their advertising firm when he receives it. Ron Ness questioned the 2011-2012 Handbook invoice. Chad Olson stated that the supplier had doubled the original quote and told him it was due to printing issues. Jim Holzer stated that they would go back and visit with them. Mark Dougherty discussed visiting with the Chamber about advertising in their magazine. It may be a good outlet for homeowners. Dennis Kellar stated that the Tioga radio station is starting back up. Chad Olson responded that Results Unlimited works with all the radio stations to distribute the ads. Mark Dougherty stated that he would like to see the 2012 budget increase to \$135,000, by adding \$14,000 to the radio-billboard-TV advertising line item, which was seconded by Don Frye. Don Frye stated that we should add a line item for website and/or electronic advertising. It would be broken down as follows:

Promotional Items	\$ 25,000
Magazine & Other Print	\$ 8,000
Trade Shows	\$ 8,000
Radio-Billboard-TV Advertising	\$ 94,000
Website/Electronic Advertising	<u>\$ 5,000</u>
	\$140,000

Don Frye made the motion to approve adding the \$5,000 to a website/electronic advertising line item and Jerry Blomeke seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

#### Pipeline Safety Grant Update:

Chad Olson visited with Pat Fahn at the PSC. He has sent in the Grant Application for 2012 in the amount of \$10,000. They will continue with billboard advertising.

#### Damage Prevention Presentations/Exhibit/Meeting Updates:

Chad Olson provided an updated schedule for his 2011/2012 meetings and exhibits. Fargo still needs to schedule their Damage Prevention Meeting.

#### PSC Enforcement Case File Update:

Chad related that the Kindred Plumbing and Heating complaint is still open and another complaint has been filed. There is also another complaint against Aevenia.

#### **Old Business:**

##### Imperial Valley Water:

Mark Dougherty stated that John Dockter has taking over and they had a good discussion about their outstanding bill. John stated that they will be paying it. Imperial Valley is a housing development that has its own sewer and water. If the utilities are on private property that he owns then it would be termed private utilities. If the roadway is public right of way then he would need to belong to the one call. OCC has spent much time going through the locate requests and reducing the charges to Imperial Valley to only locates in the development area.

##### 2012 NDOC Notification Center RFP:

Brenda Derrig updated the Board with a draft copy of the RFP. The Board reviewed the proposed timeline of the RFP. The timeline would require the Board to have a special meeting on January 18, 2012 to interview and select vendors. Brenda Derrig made a motion to have a special meeting on January 18, 2012 to interview and select vendors. Dennis Kellar seconded the motion. There being no further discussion the motion was called. Ayes all, the motion was approved. Chair Dale Robbins appointed Brenda Derrig, Jerry Blomeke, and Ron Ness to answer questions from the vendors. Mark Dougherty would be an alternate if needed. Brenda Derrig moved to approve the updated RFP schedule as noted below. Don Frye seconded the motion. There being no further discussion the motion was called. Ayes all, the motion was approved.

Advertise RFP	November 21 and 28, 2011
Proposal Deadline	2:00 p.m. December 21, 2011
Select Finalists	January 4, 2012
Notify Finalists for Interviews	January 4, 2012
Interview with Finalists	January 18, 2012
Final Selection	January 18, 2012
Contract Approval	February 2, 2012
Notice to Proceed	February 2, 2012
Assume One-Call Center Operations	February 27, 2012
Contract Period	February 27, 2012 – February 26, 2015

**Action Items Review:**  
 Actions items from August 11, 2011 have been completed.

**New Business:**

Chad Olson had two items to discuss:

- Chad had received a question from a contractor regarding if they could dig prior to the 48 hours if they had been contacted by all the utilities that they are clear. He wanted the Board's opinion. The Board's opinion is that they proceed at their own risk.
- Dominion Oil has pipe in the southwest part of North Dakota. We think it is abandoned and are trying to locate who owns the pipe.

**November 16 Action Items:**

Chad Olson:

- Clarification on billing of 2011-2012 handbooks.
- New line item in the advertising budget for website/electronic advertising.
- Check on Rural Water Conference dates
- Call Bob Rodgers to reimburse the Board for the website maintenance billing.

Brenda Derrig:

- Advertise RFP in Forum and Bismarck Tribune and email out to the three vendors.

Jerry Blomeke:

- Gift for Ed.
- Schedule Audit.

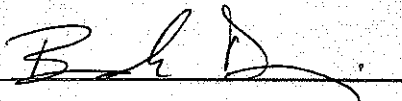
**Upcoming Meetings:**

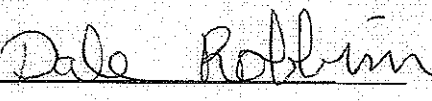
<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
February 2, 2012	10:00 AM	Regular	NDAREC Board Room
May 10, 2012	10:00 AM	Annual	NDAREC Board Room
August 9, 2012	10:00 AM	Regular	NDAREC Board Room

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

Submitted by:  
 Brenda Derrig, Secretary

Dale Robbins, Chairman

Signature: 

Signature: 

Date: 1-23-12

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