

North Dakota One-Call Board of Directors Meeting

Meeting Date: November 14, 2013

The meeting was called to order by Chair Dale Robbins at 10:04 am at the NDARC Board Room at 3201 Nygren Drive Northwest, Mandan, ND.

Board Members Present:

Dale Robbins – Cable Television – Chair	Brooks Goodall – Telecommunications
Don Frye – Cities under 5000 – Vice-Chair	Mike Scheopp – Gas/Pipelines
Brooks Goodall – Telecommunications	Mark Dougherty – Excavators
Brenda Derrig – Cities over 5000 – Secretary	Ron Ness – Electric
Jerry Blomeke – Rural Water – Treasurer	

Board Members Absent:

Others Present:

Chad Olson – ND One Call Board Representative	Charles Columbus – Hess
Ryan Schmaltz – New ND One Call Board Representative	Rich Brieley – Whiting
Kevin Archer – Whiting	Randy Heitz – Dakota Gasification
Jim Holzer – One Call Concept	

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 addition of item 5a. CGA request.

Approval of previous meeting minutes:

Minutes of the August 8, 2013 meeting were presented for review and comment to the Board of Directors. Mark Dougherty moved to approve the August 8, 2013 meeting minutes. Don Frye seconded the motion. Chad Olson noted a spelling error on Pat Pfan. There being no further discussion the motion was called. Ayes all, motion approved.

Financial report:

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

Total Income	\$ 264,315.12
Total Expenses	\$ 109,973.65
Net Income	\$ 154,341.47
Total Checking/Savings	\$ 532,054.43

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 July, August, and September. Jerry Blomeke moved to approve payment of advertising expenses as presented. Motion was seconded by Mark Dougherty. Ron Ness asked about Turning Point Technologies. Chad stated that those were the interactive clickers to be used at the meetings. There being no further discussion the motion was called. Ayes

all, motion was approved.

ND CGA Funding Request:

Kevin Archer with Whiting made a presentation and again asked for a possible donation to the ND CGA, possibly \$15,000. Jim Holzer asked if they have visited with other CGAs on how they are being funded. He is not aware of One Call Boards funding CGA. Kevin stated that they are trying to make sure that it is available to all the share holders so everyone can belong and not be dominated by the oil and gas industry. Kevin stated that he wants to make sure that the meetings are educational. Mark Dougherty stated that the Board struggles with what we are tasked to do. The statute states that the Board is to manage OCC and providing a service. The Board does advertising to promote the service. Ron Ness stated that he struggles with what the Board is tasked to do and the members expectations. Kevin asked what groups they could visit with to try and get new members. Mark stated that the AGC is having their annual meeting in December and they are always looking for speakers. Mark stated that they should reach out to the organizations and then come back to the Board. Brooks Goodall stated that he has a contact with the telephone group that could assist them. The Board also mentioned the Rural Water Association, AGC, and the League of Cities. They will reach out to these groups and come back and revisit with the Board.

Center Operations Report:

Center Operations:

Call center activity was as follows:

January – September	2012	2013	% Increase
Incoming Tickets	158,588	164,754	51%
Outgoing Tickets	894,035	934,406	51%

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:

January – September 2013	% Total 2013
Routine	73%
Emergency	2%
Respot	13%
Modify	11%
Meets	1%

Hold times for 2013 averaged just under a minute and processing times averaged 7.5 minutes.

In October we hit the million ticket total. Jim stated that they are looking to add a button that the user can access for a short cut to mapping. There was discussion on the number of full users and Chad stated that he would like to see that increase.

Advertising Report:

The 2013 NDOC advertising expenditures are as follows:

Budget Items	Total Year-End	Budget
Promotional Items	\$26,276.67	\$25,000.00
Magazine & Other Print	\$20,117.23	\$13,000.00
Website	\$0	\$5,000.00
Trade Shows	\$6,245.00	\$8,000.00
Radio-Billboard-TV Advertising	\$86,337.20	\$100,000.00
Total of Items to Date	\$138,976.10	\$151,000.00

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

January – May 2013	Total 2013
Radio	\$33,379.20
Billboard	\$16,500.00
TV	\$36,458.00

2013 Advertising Update:

Jim Holzer recommended carrying our money over to the next year. One option would be to have the ND One Call add pop up during certain google searches. Jim has a contact that could work with us to set this up. You are charged when someone clicks onto your website. Depending on the traffic will determine how long the money will last. He has seen it last from 3 weeks to over a month. Mark stated it will be nice because you will be able to measure how much traffic goes through the website.

Damage Prevention Updates:

Damage Prevention Dinners:

Chad stated that the majority of the meetings have been scheduled along with the pipeline meetings and trade shows. Last year tablets were purchased for the dinners.

PSC Enforcement Case File Update:

An updated list of the existing cases was handed out. Chad has visited with Brian Kalk about limiting the time to process the complaints. Brian stated that he would visit with Pat Pfan. Mike Scheopp stated their company has quite a few complaints. Mike stated that he has a few meetings with the PSC and will visit with him to see where we are at with a shortened complaint form.

ND CGA Update:

Was discussed earlier.

New File Upload Process:

Things are going well. 164 uploads this morning and only one had an issue. Mark Dougherty was wondering if we could add those numbers to the dashboard.

Operations Facility moving to Iowa:

The Center is moving from Minneapolis to Iowa. They are hoping that the transition will take place before the first of next year. OCC has a presence in Texas and is opening a Houston office. It would not be cost effective to keep the Minnesota office open. Some staff will be retained as the site moves. Connie will be our contact in the Iowa office.

Old Business:

August 14th 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. Mike will visit with the PSC.

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.
- Don Frye made a motion to terminate the fax in option January 1, 2015. Mike Scheopp seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

All remaining actions items from August 14, 2013 have been completed.

ELM Issues:

Chad is continuing to receive complaints about ELM not getting their locates completed within 48 hours. He visits with them and the problem is resolved for awhile and then it starts again. We need to direct companies to file complaints against the utility. We have a process that includes filing complaints and they should use that.

Review procedure for ITIC:

Current process is 40 review tickets and then you are out of review status. If you missed one ticket, than you go back to zero. It was our understanding that they were going back five tickets and the Center told us that they are still placing them back to zero. Jim will look into this.

New Business:

Request for Annual Audit:

Brenda Derrig made a motion to direct Jerry to have JP and Associates complete the Audit. Ron Ness seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

OCC Technology Conference Reports:

Ron Ness and Don Frye both attended. There was a lot of good information and they encouraged everyone to attend. Next year it will be in Seattle.

2014 Contractor Item:

Mark Dougherty made a motion to get a tablet for the Contractor Dinners. Mike Scheopp seconded the motion. Chad stated that people are receptive of the larger prize. It was also discussed to get an 811 sticker or ITIC sticker to place on it. Jim stated that we do not currently have an ITIC sticker, but they could make one. There being no further discussion the motion was called. Ayes all, motion was approved.

NDOC storage rental:

Currently Chad is storing the information. Mark Dougherty made a motion to get a 10'x10' storage unit at U-Haul that is temperature controlled. Brenda Derrig seconded the motion. There was discussion and what size is really needed. It was determined to stay with a 10'x10' unit. There being no further discussion the motion was called. Ayes all, motion was approved.

2014 Budget Review:

The Board reviewed the budget and made the following recommendations for increases:

	<u>2013</u>	<u>Increase</u>	<u>2014</u>
Promotional Items	\$25,000	\$2,000	\$27,000
Magazine and Other Print	\$15,000	\$0	\$15,000
Website	\$5,000	\$5,000	\$10,000
Trade Shows	\$8,000	\$0	\$8,000
Radio-Billboard-TV Ads	<u>\$100,000</u>	<u>\$15,000</u>	<u>\$115,000</u>
	\$153,000	\$22,000	\$175,000

Jerry Blomeke made a motion to approve the advertising budget with a \$22,000 increase as shown above. Don Frye seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

Utility Relocation for Highway Projects:

The NDDOT is now requiring contractors to work with the utility companies to relocate the utilities on the projects. Mark Dougherty was wondering if we could make the relocation a part of the project. There was discussion on what is the best process.

OCC Update:

- Jim stated that they are using parcel data in North Dakota.
- ITIC users that are filing independently are allowed to file their own Emergency Tickets. It is very easy to police. Jim is wondering if we would support that. They are doing this in other states. 100- 150 tickets would qualify to be filed independently. The Board was supportive of trying this. OCC would implement it for a 60 day period and report back to how it is working.
- The existing contract will expire in 2015. This item should be placed on the February agenda.

Chad Olson is retiring and Ryan Schmaltz will be taking over for Chad. Don Frye wanted to acknowledge all of Chad Olson’s hard work and the Board’s appreciation of everything that he has accomplished. The whole Board was in agreement.

November 14th Action Items:

Jim

- Review In-review ticket process.
- Start promoting the end of fax in tickets starting January 1, 2015.
- Create ITIC sticker.

Mark and Mike

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

Jerry

- Oder Audit.

Upcoming Meetings:

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

Dale Robbins, Chairman

Signature: _____

Signature: _____

Date: _____

Date: _____