

North Dakota One-Call Board of Directors Meeting

Meeting Date: November 10, 2016

The meeting was called to order by Mike Schoepp at 10:05 am at the NDARC Board Room, 3201 Nygren Dr. NW, Mandan, ND.

Board Members Present:

Mike Schoepp – Gas/Pipelines – Treasurer
Brenda Derrig – Cities over 5000 – Secretary

Jerry Blomeke - Rural Water
Mark Dougherty – Excavators
Ron Ness – Electric

Board Members Absent: Don Frye – Cities under 5000 – Chair
Brooks Goodall – Telecommunications
Dale Robbins – Cable Television – Vice-Chair

Others Present:

Ryan Schmaltz – One Call Concepts/ND One Call Board Representative
Connie Schmidt - One Call Concepts
Victor Schock - ND PSC
Susan Lynch - One Call Concepts

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. Mark Dougherty moved to approve the agenda. Brenda Derrig seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

Minutes:

Approval of previous meeting minutes:

Minutes of the August 11, 2016 meeting were presented for review and comment to the Board of Directors. Jerry Blomeke moved to approve the minutes as submitted. Ron Ness seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

Financial report:

The financial summary for January through October 31, 2016 was submitted as follows:

Total Income	\$327,033.17
Total Expenses	\$161,000.66
Net Income	\$166,032.51
Total Checking/Savings	\$832,817.85

Jerry Blomeke moved to accept the financial report as presented. Brenda Derrig seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

Approve Bills:

Ryan Schmaltz presented the current advertising expenses for payment which include the months of July, August and September. Ron Ness moved to approve payment of advertising expenses as presented. Motion was seconded by Mark Dougherty. There being no further discussion the motion was called. Ayes all, motion was approved.

NDCGA:

- a) Bill draft update: There was a lot of discussion on the area of locates at yesterday’s meeting with no result. The bill will remain the same for now.
- b) 2017 Summit Update: Looking at having it in Bismarck at the Civic Center.

Mark Dougherty made a motion that Ryan not be the Chair or Co-Chair for the Safety Summit but be involved as a ND One Call resource for the group. Motion was seconded by Jerry Blomeke. There being no further discussion the motion was called. Ayes all, motion was approved.

- c) Sponsorship: Board discussed a request for a sponsorship of \$5,000.00. They feel NDOC should be recognized as a Foundation member. NDOC donated \$20,000.00 in 2016, they were to use \$5,000.00 for 2016 sponsorship and keep the remaining \$15,000.00 for the next 3 years as up-front money to fund the summit.

PSC –report:

Excavator non-payment issue: At the last meeting the PSC and board agreed on a process to handle the non-payment issues.

- 1. OCC will send invoices and statement as was done in the past.
- 2. After 30 days OCC will send a letter. (Example was reviewed by the board)
- 3. After 30 days NDOC board will send a letter. Ryan can help draft the document to be sent out.
- 4. After 30 days the PCS will send out a letter. (Example was reviewed by the board)
- 5. At that time OCC move forward with the complaint.

Enforcement cases: Victor reported there have been no new cases since June 30, 2016. They have closed 1 case since the last meeting. The remaining open cases are the harder ones, they are cases involving attorneys.

Center Operations Report:

Ryan reported ticket numbers are down but looks like things are picking up in the western part of the state so we should see an increase in the numbers. Connie reported that Iowa is the next phase in releasing Next Gen to the contractors in the sand box mode where they can kick the tires they are hoping to get it out by late November early December. If all goes well to then release a live cut later that month. Connie has a standing request that ND is next.

Call center activity was as follows:

August to October	2015	2016	% Increase
Incoming Tickets	198,873	166,294	-0.163%
Outgoing Tickets	1,137,449	915,063	-0.195%

The incoming tickets represented above for 2016 were split as follows:

Operators Calls	10.61%
Excavator Calls	80.06%
Homeowner Calls	9.33%

Types of locate requests were as follows for 2016:

January – Oct 2016	% Total 2016
Routine	81.6%
Modify	3.3%
Respot	12.6%
Emergency	2.1%
Meets	.4%

Advertising Report:

The 2016 NDOC advertising expenditures as of October 31, 2016 are as follows:

Budget Items	Total To Date	Budget
Promotional Items	\$50,047.48	\$ 50,000.00
Trade Shows	\$15,495.98	\$18,000.00
Magazine & Other Print	\$10,567.20	\$ 11,000.00
Website	\$ 6,877.82	\$ 6,000.00
Radio	\$30,298.58	\$45,000.00
TV	\$65,562.30	\$73,000.00
Movie Theaters	\$0.00	\$7,000.00
Bill Board	\$9,900.00	\$10,000.00
NDOC Truck	\$7,526.63	\$10,000.00
Total of Items to Date	\$196,275.99	\$230,000.00

- 1) Ryan presented the advertising expenses compared to the budget with a YTD net of \$33,724.01. He is not anticipating any other significant expenses for the next quarter.
- 2) Approval of **2017 Advertising Budget:**

Budget Items	Total To Date	2017 Approved Budget
Promotional Items	\$50,047.48	\$50,000.00
Trade Shows	\$15,495.98	\$18,000.00
Magazine & Other Print	\$10,567.20	\$17,000.00
Website	\$ 6,877.82	\$12,000.00
Radio	\$30,298.58	\$22,500.00
TV	\$65,562.30	\$90,500.00
Bill Board	\$9,900.00	\$10,000.00
NDOC Truck	\$7,526.63	\$10,000.00
Total of Items to Date	\$196,275.99	\$230,000.00

Jerry Blomeke made a motion to approve the advertising budget at \$230,000.00 plus allocate additional \$30,000.00 for additional media options at NDSU & UND sporting events and Ryan to evaluate possible adjustments to base rates. The motion was seconded by Mark Dougherty. There being no further discussion the motion was called. Ayes all, motion was approved.

- 3) **Truck report:** The truck expense report was presented for the period of July to September 2016 to the board. The balance due to OCC for the period is \$338.58. Brenda Derrig made a motion to approve the truck expenses as presented. The motion was seconded by Jerry Blomeke. There being no further discussion the motion was called. Ayes all, motion was approved.
- 4) **State Fair** – Ryan stated OCC has the Car and Bike are available for a 3 day period they would like to do the parade at the state fair if it would be available. We could possibly look at Thursday at the capitol in Bismarck, Friday and Saturday in Minot.
- 5) **Red River Valley Fair 2017** – Will not be doing the Red River Valley Fair but will look into other options in Fargo like the Rib-fest or Street Fair.

Old Business:

- a) **Budget Surplus:** Connie presented a report on the schedule of the 2016 50% credit. As of October the YTD amount to be paid to NDOC is \$85,002.17. After some discussion, Mark Dougherty made a motion to continue the same rebate for another year. The motion was seconded by Ron Ness. There being no further discussion the motion was called. Ayes all, motion was approved.
- b) **OCC Tech Conference – Boston - October 11-13, 2016.** Ron and Jerry thanked OCC for the opportunity to attend the conference. Jerry felt that what we are doing here in ND is effective and within the box. Ron presented a written report for the board. Next year's conference will be in San Diego, CA. OCC is also hosting a regional users group meeting with ND, MN and Iowa February 2-3, 2017. Susan encouraged anyone with an interest in the software to attend the meeting including IT personal or field locators.
- c) **National CGA Conference –** Reminder that the conference will be held in **Orlando, Florida on March 14-16, 2017.** Deadline for rooms is December 16, 2016.
- d) **Visa Credit Card:** System was set up in September there have been 334 payments through the system in the last two billing sessions.
- e) **Expense Policy:** Mark Dougherty presented the board with a draft of board policy. Mark and Don Frye will continue to work on it and present to the board at the next meeting. Asked the board to let him know of any suggestions or changes they would like to make.
- f) **Web Site Changes:** Ryan and Connie went over the proposed changes on the website for the board's review. After some discussion Connie asked everyone to contact her if they have comments or suggestions.

New Business:

- a) **Fraud Case Report:** Ryan informed the board of the ticket fraud case. The case was all but dead but then he received a call from a new detective from Williams County the detective informed Ryan that he brought the guy in and he said he was just reporting on what they were doing. Ryan informed the detective that the company said the guy was not employed by them and they no longer were working in the state. But he continued to enter tickets for 3 months. The detective will look into it further and let Ryan know of his progress.
- b) **UND Hockey Game Sponsorship Date:** Friday January 13, 2017 – Ryan asked about give-a-way items the board gave some suggestions such as gloves or hats.

Action Items:

February 7, 2017:

- Report of funds on hand for the past four years - Dinah
- Collection Letter from NDOC – Ryan and Don
- Possible adjustment to Mid Co Budget if possible when we add sports advertising - Ryan
- Board Policy – Mark, Mike and Don
- State Fair Car and Bike availability – Ryan

Upcoming Meetings:

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
February 9, 2017	10:00 AM	Regular	NDAREC Board Room
May 11, 2017	10:00 AM	Regular	NDAREC Board Room
August 10, 2017	10:00 AM	Regular	NDAREC Board Room
November 9, 2017	10:00 AM	Regular	NDAREC Board Room

There being no further business to come before the board the meeting was adjourned at 1:40 PM.

Submitted by:
Brenda Derrig, Secretary

Signature: B. Derrig
Date: 2-9-17

Don Frye, Chairman

Signature: Don Frye
Date: 2-9-17