

North Dakota One-Call Board of Directors Meeting

Meeting Date: August 12, 2021

The meeting was called to order by Don Frye at 10:00 AM at Capitol Electric Co-Op Board Room, 4111 State Street, Bismarck, ND.

Board Members Present:

Don Frye – Cities under 5000	Mike Schoepp – Gas/Pipelines
Don Johnson – Oil/Gathering	Derek Weigel – Cable Television
Carey Burke – Excavators	Jerry Blomeke – Rural Water
Ron Ness – Electric	Brooks Goodall – Telecommunications

Board Members Present Via phone:

Board Members Absent: Brenda Derrig – Cities over 5000

Others Present:

Ryan Schmaltz - One Call Concepts/ND One Call Board Representative	
Connie Schmidt - One Call Concepts	Kim Boyd – One Call Concepts
Victor Schock - ND PSC	Dinah Roberson – Accounting
Richard Brierley	Mark Dougherty

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. Jerry Blomeke moved to approve the agenda. Ron Ness 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 May 13, 2021 meeting were presented for review and comment to the Board of Directors. Brooks Goodall moved to approve the minutes as amended. Mike Schoepp seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

Financial report:

The financial summary for January through June 2021 was submitted as follows:

Total Income	\$120,480.86
Total Expenses	\$140,281.20
Net Income	\$-19,800.34
Total Checking/Savings	\$138,080.26

Ron Ness moved to accept the financial report. Carey Burke seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

Approval of Bills:

Ryan Schmaltz presented the expenses for payment for the period of April, May and June 2021, the truck expense total of \$3,799.91 and advertising expenses for the amount of \$62,306.13. Mike Schoepp moved to approve payment of expenses as presented. Motion was seconded by Jerry Blomeke. There being no further discussion the motion was called. Ayes all, motion was approved.

PSC – Report:

Enforcement cases update: There are 7 cases open for 2018 or older. One case open for 2019. 2020 has 12 open cases. There are 10 cases for 2021 for a total of 30.

Notable Events: Case load is steady for 2021.

Staff Comments: Victor reported that they have another analyst working on Damage Prevention cases. Adam Renfandt has started processing cases as well. He and Adam plan to split the workload of cases moving forward. Jerry retired a couple of months ago and was replaced by Marcus Deflof.

Center Operations Report:

Dash Board Report: Connie reported ticket volume is down for July by about 12,000 tickets from last year. The YTD total tickets are down about 7,400. The biggest impact is outgoing YTD tickets which is down just shy of 41,000. So, we are seeing a 1 to 5 1/2 ratio of in verses out. Some of the reduction is due to the software, which is a good thing. We are seeing a smaller scope on the ticket which is more accurate locate. This in turn is saving the utilities on the locating side because they don't have to hire someone to go out and paint the ground. Also, the data base person has been sending out notices for utilities that have not visited their data base in some time to go out and update the data base if needed. They have been making some good process on getting things updated.

Average Hold Times: hold time average is 9 seconds for the month of June because of training of new staff. By the end of July things should drop back down.

ITIC numbers: ITIC numbers are just under 80% overall for the year.

Positive Response: Is staying steady at 98%

Creative Hours: Creative hours for second quarter were spent on regular items along with the state fair and social media.

Call center activity was as follows:

January to July 2021		2020	2021	% Increase
Incoming Tickets		100,424	92,961	-0.07431%
Outgoing Tickets		508,323	467,457	-0.08039%

The incoming tickets represented above for 2021 were split as follows:

Operators Calls	15.16%
Excavator Calls	73.92%
Homeowner Calls	10.93%

Types of locate requests were as follows for 2021:

January to July 2021	% Total 2021
Routine	82.9%
Modify	2.7%
Respot	9.0%
Emergency	2.7%
Meets	.1%
Survey	2.7%

Advertising Report:

The NDOC YTD advertising expenditures as of July 2021 are as follows:

Budget Items	Total to Date	2020 Budget
Promotional Items	\$37,092.65	\$40,000.00
Trade Shows/Sponsorships	\$47,660.02	\$46,800.00
Magazine & Other Print	\$4,000.00	\$7,000.00
Website	\$27,249.50	\$23,500.00
Radio	\$8,000.00	\$11,600.00
TV	\$40,059.00	\$68,100.00
UND/NDSU Games	\$0.00	\$0.00
Board Approved	\$ 0.00	\$8,000.00
NDOC Truck	\$11,423.36	\$15,000.00
Total of Items to Date	\$175,484.54	\$220,000.00

Ryan presented the advertising expenses compared to the budget with a YTD net of \$44,515.46. The handbooks will be done today. We printed a few thousand books less than last time. The cost will be about \$4,500.00. Ryan also discussed the work the media agency is doing for NDOC.

Ryan Schmaltz Report:

2021 - 2022 Excavator Banquets: Ryan feels everyone will probably want to go back to in person meetings in 2022. But would also have the information on the website if anyone would like to use that method as well. The survey showed it was about 50/50 as to what people preferred. There was discussion on the extra expense for postage for the door prizes that will be given away at the web-based meetings.

Baseball Partnerships: The Big Sticks had our 811 date July 24, 2021. They have been great to work with. Jason the general manager did posts on Facebook to inform people about the event and to thank NDOC. The date for the Larks 811 night was last night August 11, 2021. We did the tumbler give away and they did the dig for cash game. The Red Hawks flex packs from last year are still good the board members have handed out most of them.

Old Business:

OCC User Group Meeting: Reminder to register. The meeting will be held at Palm Springs, CA, September 21-23, 2021. Don will be attending this year. Next years meeting will be held April 5-8, 2022 at Anaheim, CA.

CGA 2021 National Conference: Orlando, FL, October 12-15, 2021 (Sea World)

Excavation Conference: Phenix, AZ, March 1-3, 2022. Don has paid his registration.

Updating Handbooks: Ryan thanked everyone who helped with all the updates. The cover has a new picture and there were numerous other changes made to the new book.

2022 Budget: Just reminder for everyone the budget is coming up we are looking at similar spending for 2022. Ryan asked if anyone has any other items, they would like to include in the budget to please let him know by mid-October so it can be included in the proposed budget for the November meeting. It was suggested we have a miscellaneous account for any items that might pop up.

2021 State Fair: 811 Day was held Friday July 30, 2021 Ryan thanked Don, Carey and Rich for all their help. This year we offered tumblers to people that would answer a question correctly. The sponsors were happy with the way things went and agreed to sponsor again next year. The fairgrounds let us park the trike behind the tent this year. Don thanked Ryan and his family for all their hard work at the fair.

Other: The board discussed the NDOC logo and are looking at refreshing it. After some discussion a logo committee was formed including Carey, Ryan, and Brooks to look at some new options. It was suggested to use one of the colleges to help us with some input and recommendations.

New Business:

Ticket Price Increase Approval: The things we have done to reduce the prices included cutting the ticket price and did a rebate for a year or so. In addition to that we have reduced the advertising budget. Now it is time to reinstitute the .05 per ticket. Our advertising budget at 220,000.00 and the board expenses including insurances, administrative fees, the audit fees and travel expenses is about 30,000.00 per year. It was suggested we have a policy of having \$250,000.00 to \$300,000.00 (1 year of expenses) in reserves. We could monitor it and either reduce the advertising budget or adjust the ticket price accordingly. Jerry Blomeke moved to reinstate the .05 per ticket charge effective as soon as it can be implemented. Motion was seconded by Mike Schoepp. There being no further discussion the motion was called. Ayes all, motion was approved. OCC will send out a notification of the increase.

Home Owner/Landowner Update: The change has been implemented.

NXT/Enhancements: Connie reported the enhancements that have been completed and touched on a few of them. One was the requests that was completed was to allow home owners to add attachments. Second, we add a couple of extra blank lines between the marking instructions to make it easier for that to stand out. Third the board requested changing some of the splitting rules when a ticket crosses over into another municipality. Connie is requesting that we coordinate our enhancements so that the applications can be used in all of our centers. A proposal was made that all enhancements be cleared by the board via an e-mail that each board members would approve. Also, it will put on the agenda at each meeting.

Other: Mike presented Richard Brierley with a retirement gift. Richard thanked the board for all the accomplishments that were achieved in the last 4 years. The NDOC board meeting scheduled for November 11, 2021 (Veterans Day) was rescheduled for November 18, 2021. Conferences in September is Big Iron in Fargo, KMOT Ag Expo in Minot in March, and NDAOC in October in Bismarck. Possibly NRASP in Fargo.

Action Items:

August 12, 2021

- 2022 Excavator Banquets - Ryan
- Reminder CGA Conference & Excavator
- Report OCC User Group Meeting
- Discussion on revenue (ticket price increase)
- Logo Committee Report
- Enhancements
- 2022 Budget

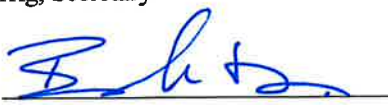
Upcoming Meetings:

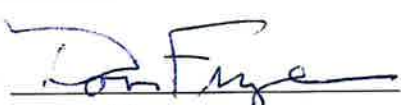
<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
November 18, 2021	10:00	Regular	Capital Electric Co-Op Board Room
May 12, 2022	10:00	Regular	Capital Electric Co-Op Board Room
August 11, 2022	10:00	Regular	Capital Electric Co-Op Board Room
November 10, 2022	10:00	Regular	Capital Electric Co-Op Board Room

There being no further business to come before the board Jerry Blomeke made a motion to adjourn the meeting. Carey Burke. The meeting was adjourned at 11:50.

Submitted by:
Brenda Derrig, Secretary

Don Frye, Chairman

Signature: 

Signature: 

Date: 4-4-2022

Date: 4-4-22