

North Dakota One-Call Board of Directors Meeting

Meeting Date: November 18, 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 | Brenda Derrig – Cities over 5000 |
| Ron Ness – Electric | Brooks Goodall – Telecommunications |

Board Members Present Via phone: Jerry Blomeke – Rural Water

Board Members Absent:

Others Present:

| | |
|--|---|
| Ryan Schmaltz - One Call Concepts/ND One Call Board Representative | |
| Connie Schmidt - One Call Concepts (Via Phone) | Kim Boyd – One Call Concepts |
| Frank Planton - One Call Concepts | Victor Schock - ND PSC |
| Dinah Roberson – Accounting | Carlie McCloud – Utility Shareholders of ND |
| Keely Hosmann-Nu Star Energy | |

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. Derek Weigel moved to approve the agenda. Carey Burke 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 12, 2021 meeting were presented for review and comment to the Board of Directors. Mike Schoepp moved to approve the minutes as amended. 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 September 2021 was submitted as follows:

| | |
|------------------------|--------------|
| Total Income | \$173,339.95 |
| Total Expenses | \$213,411.69 |
| Net Income | \$-40,071.74 |
| Total Checking/Savings | \$131,808.86 |

Ron Ness moved to accept the financial report. Brooks Goodall 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 July, August and September 2021, the truck expense total of \$1,803.13 and advertising expenses for the amount of \$62,320.46. Brooks Goodall moved to approve payment of expenses as presented. Motion was seconded by Brenda Derrig. 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 2019 or older. One case is open for 2020. 2021 has 2 open cases for a total of 10. This is an all-time low for open cases.

Notable Events: Complaint filings have gone down for 2021.

Staff Comments: Penalties reached 28 which is up from last year. Victor and Adam will continue to work on keeping up with the Damage Prevention cases. Marcus Deflof has recently left the PSC so they are now looking for an electrical engineer for his replacement. The next topic discussed was the 2020 PHMSA Audit. Victor reported they received a perfect score on the 2020 audit report. During the audit they check if the PSC is penalizing both operators and excavators. They do recognize that we would not necessarily have penalties for operators each year. Also, this last session they were able to add in the 911 requirement which was one of the big things they were losing points for.

Center Operations Report:

Dash Board Report: Connie reported as of October the chargeable ticket volume is down about 16,000 tickets from last year. The inbound tickets also went down by a 1 to 5 ratio. Incoming YTD total tickets are down about 16,300 compared to last year. The trend is that from May thru October ticket volume is going down. The volume discount tracking sheet sent out shows we will probably just meet the 2011 baseline volume. Our ASA has been good

Average Hold Times: hold time average is low because they did another major push with ITIC. they put the pop up back on every ticket that was being processed in the call center to try and encourage people to go online and use the self-portal. They were doing webinars daily to accommodate people's schedules.

ITIC numbers: ITIC topped 82% for October. Overall, for the year should end up at 81%. Ryan worked with Christine sending out a letter to new companies to help them get set up to do ITIC training.

Positive Response: Is staying steady at 98%. Ryan has worked with Austin to send out a letter to the top 55 companies letting them know they need to this in order to be compliant with ND law. Most of them replied with the information they needed. There was some discussion on modified tickets. If there is a change on a ticket and it is canceled does that count on positive response? Connie believes it does not but will do some research to verify and inform the board.

Lower Ticket Numbers: A question was asked how much of the lower numbers are a result of lower volumes and how much of it is a result of technology improvements? Connie stated inbound to outbound ratio dropped it was a little over 1.5 % and since NXT it is now consistently at 1.5%. So, we have seen a reduction in tickets that are going out, some of it is a result of that and some is just from the volume of tickets. We have seen a drop since NXT. As a result, we will be receiving less funding from volume discounts. If all things hold steady the check usually sent out in January will be much less this year. As of October, the YTD tickets are 117,000 less than last year and she doesn't believe we will have that many tickets by the end of the year. It was discussed that we either increase ticket prices or decrease the advertising budget.

Service Provider- Denial of Service: Connie informed the board the reason she is not at the meeting today is because there were issues with their primary ISP on November 9th so they switched to their backup ISP and are still using it as of today. There have been no issues with the operation of the call center. Don also stated this issue was discussed at the recent meeting he attended.

Call center activity was as follows:

| January to September 2021 | 2020 | 2021 | % Increase |
|---------------------------|---------|---------|------------|
| Incoming Tickets | 143,543 | 131,143 | -8.638% |
| Outgoing Tickets | 720,913 | 658,681 | -8.632% |

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

| | |
|-----------------|--------|
| Operators Calls | 15.15% |
| Excavator Calls | 73.94% |
| Homeowner Calls | 10.91% |

Types of locate requests were as follows for 2021:

| January to September 2021 | % Total 2021 |
|---------------------------|--------------|
| Routine | 82.7% |
| Modify | 2.8% |
| Respot | 9.5% |
| Emergency | 2.5% |
| Meets | .1% |
| Survey | 2.3% |
| | |

Advertising Report:

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

| Budget Items | Total to Date | 2021 Budget |
|--------------------------|---------------|--------------|
| Promotional Items | \$42,142.29 | \$40,000.00 |
| Trade Shows/Sponsorships | \$49,472.61 | \$46,800.00 |
| Magazine & Other Print | \$5,379.29 | \$7,000.00 |
| Website | \$27,249.50 | \$23,500.00 |
| Radio | \$10,150.00 | \$11,600.00 |
| TV | \$61,139.00 | \$68,100.00 |
| UND/NDSU Games | \$0.00 | \$0.00 |
| Board Approved | \$ 0.00 | \$8,000.00 |
| NDOC Truck | \$13,226.49 | \$15,000.00 |
| Total of Items to Date | \$208,759.18 | \$220,000.00 |

Ryan presented the advertising expenses compared to the budget with a YTD net of \$11,240.82. Most of the expenses have been taken care of for the year and we should come in below the \$220,000.00 budget for 2021. **Media Agency Report:** Ryan shared the media report with the board. Highlights for the year were enclosed. secondly 2022 Advertising Recommendations. There was some discussion about where to spend the funding for 2022.

Ryan Schmaltz Report:

2021 - 2022 Excavator Banquets: Ryan stated some of the companies are still locked down and cannot attend in person. Don Johnson spoke to the board from the pipeline side of things. According to the RP1162 transmission pipelines are mandated to contact contractors, excavators, emergency responders and others annually to do excavator training. The training can be done via mailers but a lot of companies do it with face-to-face meetings as well. In other states they are doing a highbred form of training involving online and face to face training. Here in North Dakota organizations spearhead the meeting, sponsor, set up, and invite other members in the area to attend. They put

the money upfront then back bill the other attendees for the costs incurred. That has worked in the past. OCC has put the presentations together, handled the invites and has done the training. The problem that has occurred is that a lot of us rely on this as documentation for PHMSA. Because of some issues the presentations have discontinued. Leaving the pipeline companies to hire people to do the training. There are meetings all over the state with different companies hosting the meetings. He is here asking the board to help get this more organized so we can make this more fluid. Enhance the areas that need the training and don't change the areas that are doing it now. It was the boards feeling to set up a committee to look at how best to handle the situation. The boards concern is the liabilities involved with doing the meetings. Don J asked if it would be possible to utilize OCC to help organize meetings and the board feels they could move forward with OCC's help. **A committee was formed consisting of Don J, Mike, Carey, Carlie, Ryan and Connie.**

Baseball Partnerships: The Red Hawks we are looking at \$11,100 for 2022. The Big Sticks 2022 Grand Slam Partnership contract totals \$9,000. They do a great job for us. The Larks 811 sponsorship for 2022 is \$25,461.60. We did the tumbler give away, they did the dig for cash game and are looking to do some other promotions this year.

NXT/Enhancements: Connie reported two enhancements that they have been working on. The first one that has been signed off on by Ron is the font on the LTM Screen. The second was enhancements requested by Don Johnson specifically for their company which has been through the first round of testing. Once they are both completed, they will be lumped together and put out on the same release.

Old Business:

OCC User Group Meeting: The meeting was held at Palm Springs, CA, September 21-23, 2021. Don included his report in the packet for the board. He felt it was one of the best he has attended. Next year's meeting will be held at September 26, 2022 Washington, DC.

CGA 2021 National Conference: Orlando, FL, October 12-15, 2021 (Sea World) A lot of talk about on line training. Attendance was down a bit but still well attended. Next year's conference will be held in April 2022.

Excavation Conference: Phenix, AZ, March 1-3, 2022. Don has paid his registration but they have since raised the price by \$150.

Updating Handbooks: Ryan received the books 2 days after the last meeting and made them available for the board members.

2022 Budget:

| Budget Items | 2022 Budget |
|--------------------------|--------------------|
| Promotional Items | \$45,000.00 |
| Trade Shows/Sponsorships | \$67,000.00 |
| Magazine & Other Print | \$2,000.00 |
| Radio | \$2,300.00 |
| Website/Digital | \$20,700.00 |
| Radio Advertising | \$8,000.00 |
| TV Advertising | \$65,000.00 |
| NDOC Truck | \$10,000.00 |
| Total | \$220,000.00 |

It was requested that Ryan and Connie put together a list of the ticket pricing in the surrounding area. They will get something put together and present at the board meeting in February.

After some discussion about different promotional ideas including a racing sponsorship the board agreed to approve the budget.

Brenda Derrig moved to approve the budget amount of \$220,000.00 as presented. Motion was seconded by Mike Schoepp. There being no further discussion the motion was called. Ayes all, motion was approved.

State Fair Payments: There are 2 payments outstanding for the 2021 811 Day sponsorships.

State Fair: Ryan informed the board that he reached out to BSC to design the t-shirt for the fair this year and they were more than happy to help out.

Ticket Price Update: Connie informed the board the .05 per ticket charge was reinstated effective September 1, 2021

Home Owner/Landowner Update: Connie informed the board she has not received any feedback on the update which she considers a positive reaction.

New Business:

Logo Committee: Carey and Brooks shared some of the different logos they have been looking at for the new logo. They have narrowed it down to doing something with the badlands, buffalo and the shovel. After some discussion the board asked OCC to help with the standards needed to make the logo compliant and available by January 2022.

Mike Schoepp moved to approve the concept of Logo #2. Motion was seconded by Derek Weigel. There being no further discussion the motion was called. Ayes all, motion was approved.

Other: Ron informed the board he will be retiring and will be looking for someone to replace him. Jerry will also be retiring as of May 2022. The board appointed an election committee consisting of Ron (Chair) and Jerry to recruit someone to fill their positions.

Action Items:

November 18, 2021

- 2022 Excavator Banquet Committee
- 2022 State Fair
- Election Board Report
- Discussion on revenue (ticket price increase)
- Logo Committee Report
- Enhancements
- 2022 Budget
- Baseball Sponsorships
- Beer Promotion update
- Election Terms

Upcoming Meetings:

| <u>Date</u> | <u>Time</u> | <u>Type</u> | <u>Location</u> |
|-------------------|-------------|-------------|-----------------------------------|
| February 10, 2022 | 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 Ron Ness made a motion to adjourn the meeting. Don Johnson seconded. The meeting was adjourned at 12:36.

Submitted by:
Brenda Derrig, Secretary

Don Frye, Chairman

Signature: 

Signature: 

Date: 4-4-2022

Date: 4-4-22