

# North Dakota One-Call Board of Directors Meeting

**Meeting Date: August 13, 2015**

The meeting was called to order by Chair Don Frye at 10:03 am at the NDARC Board Room at 3201 Nygren Drive NW, Mandan, ND.

## **Board Members Present:**

Don Frye – Cities under 5000 – Chair

Dale Robbins – Cable Television – Vice-Chair

Mike Schoepp – Gas/Pipelines – Treasurer

Brenda Derrig – Cities over 5000 – Secretary

Jerry Blomeke - Rural Water

Brooks Goodall – Telecommunications

Mark Dougherty – Excavators

Ron Ness – Electric

**Board Members Absent:** None

## **Others Present:**

Ryan Schmaltz – One Call Concepts/ND One Call Board Representative

Connie Schmidt - One Call Concepts

Susan Lynch - One Call Concepts

Frank - One Call Concepts

Dinah Roberson – AGC of ND/Accounting Rep

Bill Kumin – Cass County Electric

Victor Schock - ND PSC

Craig Reamann- ND PSC

Aaron Morman - ND PSC

Patrick Fahn - ND PSC

## **Roll Call:**

Introductions were made; board members and others present are listed above.

**811 Day Video:** Video was presented, board comments were very positive. They proposed doing it again next year.

## **Agenda:**

The agenda for the meeting of the North Dakota One Call Board of Directors was presented and approved. Dale Robbins moved to approve the agenda. Mark Dougherty 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 14, 2015 meeting were presented for review and comment to the Board of Directors. Mark Dougherty 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 June 2015 was submitted as follows:

Total Income	\$308,023.65
Total Expenses	\$ 91,589.24
Net Income	\$216,434.41
Total Checking/Savings	\$804,251.68

Jerry Blomeke moved to accept the financial report as presented. Mike Schoepp 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 April, May, and June. Ron asked about how often we use the Farm & Ranch Guide. Ryan stated it is a weekly publication, he runs more ads in the spring and summer than in the winter. Ryan also submitted the recap of the truck expenses for the first and second quarter of 2015 and the invoice for the 811 bike appearance at the state fair. The board requested the detail of all the expenses for the truck be submitted to Dinah to keep on file for audit purposes. Dale Robins moved to approve payment of advertising expenses as presented. Motion was seconded by Brooks Goodall. There being no further discussion the motion was called. Ayes all, motion was approved.

**PSC**

<b>1) Report -</b>	Cases update:	<u>2014</u>	<u>YTD 2015</u>
	Number	47	34
	Closed	27	36
	Penalties	30,000	32,000
	Open Cases to date		42

**2) Letter** - A letter was received July 1, 2015 from Brian Kalk with the PSC they feel they are being used as a collection agency. Victor stated that these cases are about one half of their case load the unpaid bills range from \$11.00 to \$350.00. The amounts of the unpaid bills are lower than the cost to process each complaint. The board stated it is not looking for collection but more the enforcement of the law. If we do not collect the fees are we sending a signal that they do not have to pay the bill because we are not going to do anything about it? If we don't enforce the law then we may have more issues down the road. The feeling is that there should be a penalty for not complying. PSC understands the signal we are trying to send and asked if there is a compromise on how to handle this situation and asked if ND One-Call board would be willing to submit a letter explaining what we are looking for from the PSC. Don Frye will compose a letter to the PSC with the board's intentions and send out to all for review prior to sending.

**3) Book** - Victor Schock discussed some concerns they have about the ND One-Call booklet there are things in the booklet that are not the law. Ryan stated he has made changes to assist with this issue the book now states that pages 1 – 20 are there for guidance only and pages 21 – 31 are the law. Aaron asked if there is a way to address contractors that hit multiple utilities. Is there a way OCC could somehow track these contractors. There was discussion the consensus was that OCC provides service to encourage excavators to call not to track offenders. They felt this would be a deterrent to contractors calling for locates. There is no easy answer we need to utilize the system we have in place at the present time. Using the PSC website to find the contractors who have complaints filed against them is the best system we have.

**Center Operations Report:**

Call center activity was as follows:

<b>January - June</b>	<b>2014</b>	<b>2015</b>	<b>% Increase</b>
Incoming Tickets	91,705	99,484	8.5%
Outgoing Tickets	541,779	594,221	9.6%

The incoming tickets represented above for 2015 were split as follows:

Operators Calls	7.8%
Excavator Calls	87.9%
Homeowner Calls	4.3%

Types of locate requests were as follows for 2015:

<b>January – June 2015</b>	<b>% Total 2015</b>
Routine	86.2%
Emergency	2.5%
Respot	8.7%
Modify	2.2%
Meets	.4%

The call volume for July was higher at 47,000 which is an increase of 7% over last year and out gong calls followed that trend. Incoming calls were less due to the ITIC calls. They are still doing the promotion of playing a message to encourage them to do the text part of the ITIC and are still getting lots of questions. Looking at changing the message to educate homeowners about the information needed to complete the ticket and encourage them to use ITIC. Hold times for 2015 YTD as of July averaged 33 seconds and processing times averaged 7.5 minutes. Connie stated that the billable calls are less due to the increase in ITIC. They added the homeowner message in July.

Last item July ITIC averaged 70.6% YTD 66.3% which shows our efforts with the announcements, education and engaging with the customer are working. We have doubled ITIC usage in two years. We came from behind and are now one of the leading states in the nation. The board asked if it would it be possible to replace billable calls with billable tickets Connie stated they could include that on the report.

They will focus on working with homeowners to get them to use the ITIC system. Get them familiar with the website and to use the tools that are available.

Connie told the board they have been working with systems to make available some different self-taught training tools. Ryan informed the board that they do provide webinars on mapping. They are available for all ITIC users when the customer goes to the ITIC text only. There is a button they can push requesting a webinar. The system then automatically sends Ryan an e-mail with their contact information. At that time he will then set up about three webinars per week following with an invitation for them to join the time and date that works best for them.

Advertising Report:

The 2015 NDOC advertising expenditures as of August 12<sup>th</sup>, 2015 are as follows:

<b>Budget Items</b>	<b>Total To Date</b>	<b>Budget</b>
Promotional Items	\$26,395.05	\$27,000.00
Magazine & Other Print	\$13,820.72	\$15,000.00
Website	\$4,881.32	\$8,100.00
Trade Shows	\$4,775.93	\$8,000.00
Radio-Billboard-TV Advertising	\$130,704.50	\$151,900.00
Total of Items to Date	\$180,577.52	\$210,000.00

The 2015 NDOC Radio-Billboard-TV advertising expenditures are as follows:

<b>January – July</b>	<b>Total 2014</b>
Radio	\$34,884.60
Billboard	\$16,500.00
TV	\$62,327.30
Movie Theater	\$11,507.52
NDOC Vehicle	\$5,485.08

Note: Sundog will stay within the overall budget cost of \$136,000.00 the individual line items will include Radio, TV, Movie and Billboard advertising. Pandora Radio click through average is .7% our rate was .8%.

Promotional Budget has a balance of \$604.00 available. Ryan bought pens and key chains at the beginning of the year and used most of funds to purchased items for 811 day. He was asked if there will be enough funds available for the remainder of the year. He feels the amount should be fine until January of 2016.

There was discussion about the Damage Prevention Grant for \$10,000.00 this grant is used for the billboards though out the state. The board questioned if there are other grants out there. Mark will do research to see if there is anything else available for NDOC.

There was discussion about the use of the billboard funding Ryan suggested doing a redesign to have available in April of next year. Suggestion was made to focus on metro areas for homeowners to use ITIC.

**OCC Report:**

i – Truck Expenses: There will be four line items on the reports Q1 to Q4.

ii – New Truck – Wrap Issues – Ryan wanted to make everyone aware that he is having issues with peeling on the hood and sides on the new truck which needed to be re-wrapped. He had the work done and now the company is billing more than the quote given to him. He has talked to attorney to write letter and will work on getting the issue resolved. Ryan has text messages as documentation of the conversations he had with the company. He will report the progress at the next board meeting.

iii – Invoice amount discussion- If we decide to show as a line item and offer a rebate the current cost is \$1.10/ticket. ITIC credits \$5,000 - \$7,000 a month. This does not look at it globally and other ways we receive income. The board is looking at offering a rebate of .10 and allowing them to make the adjustment higher or lower in November of each year once the target reserve amount is met. If approved the rebate could go into effect in 2016. This item was tabled until the November meeting.

iv – ND CGA Activity update – ND CGA was held July 23, 2015 and had good attendance most of the discussion was regarding the State Fair. Dan Munthe with Alliance Pipeline can't head the summit due to changes with his position. Ryan is now heading up the summit sometime in March with assistance from Jill in Nebraska.

v – State Fair Sponsorship recap – Ryan stated he has 10 sponsors that have committed for next year. The event went very well he would like to do more activities for kids. We had television coverage in the morning and afternoon. 36,000 people went through on 811 day. 500 people signed up on the IPADS for Keith Urban tickets. The consensus of the board was that since it was a great event they would like to do it again next year.

vi – UND Game Sponsorship Opportunity with Enbridge 9-26-16 \$1,00.00 sponsorship - There was no update. Ryan will get details because Enbridge has a new public relations person.

vii - OCC Tech Conference - The OCC Tech Conference will be September 23<sup>rd</sup>, 24<sup>th</sup>, and 25<sup>th</sup> in San Francisco. It was discussed and decided that Don and Ron will attend the conference to represent NDOC.

**Old Business:**

**Audit:**

Board discussed whether to continue to use J D Associates to do the audit. Jerry Blomeke stated they would be able to continue to do the audits. All concurred to continue to use J D Associates.

**May 14<sup>th</sup> Action Items:**

Ryan

- Handbook FAQ additions for future printings.

Jerry

- Meet with Mark and Dinah on Treasurer Information.

Connie

- Look at options for ticket price reduction.

All actions items from May 14<sup>th</sup>, 2015 have been completed.

**New Business:**

Signature Card Changes: Jerry Blomeke made a motion to change signature cards to Mike Schoepp, Mark Dougherty and Dinah Roberson. Brenda Derrig seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

Legislative Interim Study is set for September 17, 2015 at 9:00am in the Harvest Room. Tim Dawson will chair there is no schedule set at this time. They will expect us to put together an industry group. Ryan will send out the information as he receives it.

Budget: Reminder that the 2016 Budget will be discussed in November 12, 2015.

Promotional Funding Needed: Ryan stated the funding should be fine for the remainder of the year. If he needs more he will send out an e-mail for approval.

**August 13<sup>th</sup> Action Items:**

- Don - Letter to PSC
- Connie - Change dashboard
- Mark - Research Damage/Prevention Grant - to fund summit
- Connie - Ticket Rebate
- Board - Proposal Budget Surplus Level
- Ryan - State Fair for 2016
- Track - Interim Committee
- Ryan - Truck Wrap issue

**Upcoming Meetings:**

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
November 12, 2015	10:00 AM	Regular	NDAREC Board Room
February 11, 2016	10:00 AM	Regular	NDAREC Board Room
May 12, 2016	10:00 AM	Annual	NDAREC Board Room
August 11, 2016	10:00 AM	Regular	NDAREC Board Room

There being no further business to come before the board Dale made a motion to adjourn Mike seconded the meeting was adjourned.

Submitted by:  
Brenda Derrig, Secretary

Don Frye, Chairman

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_