

# North Dakota One-Call Board of Directors Meeting

**Meeting Date: August 11, 2016**

The meeting was called to order by Chair Don Frye at 10:01 am at the NDARC Board Room, 3201 Nygren Dr. 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  
Brooks Goodall – Telecommunications  
Mark Dougherty – Excavators  
Ron Ness – Electric

**Board Members Absent:** Jerry Blomeke - Rural Water

## **Others Present:**

Ryan Schmaltz – One Call Concepts/ND One Call Board Representative  
Connie Schmidt - One Call Concepts  
Victor Schock - ND PSC  
Julie Fedorchak – ND PSC  
Frank Planton - One Call Concepts  
Patrick Fahn – ND PSC

## **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. Brooks Goodall moved to approve the agenda. Dale Robbins 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 12, 2016 meeting were presented for review and comment to the Board of Directors. Mark Dougherty moved to approve the minutes as submitted. Brenda Derrig seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

### **Financial report:**

The financial summary for January through July 2016 was submitted as follows:

|                        |              |
|------------------------|--------------|
| Total Income           | \$280,266.21 |
| Total Expenses         | \$109,376.32 |
| Net Income             | \$170,889.89 |
| Total Checking/Savings | \$842,675.23 |

Dale Robbins 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 April, May and June as well as the truck expenses for the same period. Mark Dougherty moved to approve payment of advertising expenses as presented. Motion was seconded by Mike Schoepp. There being no further discussion the motion was called. Ayes all, motion was approved.

**State Fair Report:**

Ryan stated it was a good day but attendance was down this year. There were a couple of issues we need to discuss with the fair board. 1) We would like the opportunity to offer some sort of food item such as ice cream or popcorn. 2) Restriction of access to and from site. 3) Inquire as to what the \$15,000.00 fee covers. The t-shirts and back packs were a big hit.

**Stakeholders Bill Draft:**

As requested by the board Ron submitted the wording changes to Carley. She revised the draft with some of the suggestions and returned it to him. Ron suggested everyone take a look at the bill. Don Frye informed everyone there is a tentative meeting scheduled for August 30, 2016 with Rick Wardner and Todd Porter with Carley presenting the bill draft. The board had discussion and was very disappointed as to how this was handled because communication stopped quickly and no one was informed as to how things were progressing.

**2017 Summit Update:**

Ryan stated they are looking into the Bismarck Civic Center for the 2017 Summit it is affordable. CGA has \$15,000.00 but will have to get sponsorships for the event this might be hard to do since the number of sponsors is going down every year. Board asked Ryan to give them an update at the November meeting.

**PSC –report:**

PHEMSA (Pipeline and Hazardous Materials Safety Administration) will be conducting an audit on December 2, 2016 of the Damage Prevention Program. They will review our State Law and Enforcement policies and make a determination if the enforcement for our state is adequate. After the audit is complete the PSC will have 30 days to respond to the findings. A legislative change request may come out of this, but will not happen during this session. The PSC can make corrections to the program to meet any deficiencies. There will be a Joint States Meeting (date to be determined) Mike and Mark will attend.

Excavator non-payment issue: After several minutes of discussion the PSC and board agreed on a process to handle the non-payment issues.

1. OCC will send invoices (with the century code at the bottom) and statement as was done in the past. Making sure the invoice is getting to the correct person and educating them that it is a violation of the law if it is not paid.
2. If an excavator becomes delinquent on paying the invoice OCC will send out a letter with the invoice from the NDOC board of directors reaffirming if the invoice is not paid it will be sent to the PSC for further processing.
3. The next step would be that the PSC will send a letter with a copy of the invoice indicating there will be a fine imposed if the invoice is not taken care of by a certain date.
4. After that date PCS will move forward with the complaint.

We can revisit in a few months to see how things are going.

Enforcement cases: Victor reported there were 17 complaints this year 11 of them were from one excavator on non-locatable pipe lines. Closed 29 cases issued 22 penalties. Penalties issued \$36,000.00, collected \$25,000.00. They have turned over the unpaid accounts to a collection agency. The company they are using takes a cut from the amount they collect.

**Center Operations Report:**

Connie reported ticket numbers are down but even though they are down they are still above the base.

Call center activity was as follows:

| May through July | 2015    | 2016    | % Increase |
|------------------|---------|---------|------------|
| Incoming Tickets | 127,095 | 103,458 | -18.5%     |
| Outgoing Tickets | 302,476 | 190,337 | -23.5%     |

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

|                 |        |
|-----------------|--------|
| Operators Calls | 10.47% |
| Excavator Calls | 80.08% |
| Homeowner Calls | 9.45%  |

Types of locate requests were as follows for 2016:

| January – April 2016 | % Total 2016 |
|----------------------|--------------|
| Routine              | 83.0%        |
| Modify               | 3.5%         |
| Respot               | 11.0%        |
| Emergency            | 2.1%         |
| Meets                | .4%          |

### Advertising Report:

The 2016 NDOC advertising expenditures as of July 28, 2016 are as follows:

| Budget Items           | Total To Date | Budget       |
|------------------------|---------------|--------------|
| Promotional Items      | \$ 51,556.95  | \$ 50,000.00 |
| Trade Shows            | \$12,205.98   | \$18,000.00  |
| Magazine & Other Print | \$ 8,412.45   | \$ 11,000.00 |
| Website                | \$ 4,250.03   | \$ 6,000.00  |
| Radio                  | \$18,965.87   | \$45,000.00  |
| TV                     | \$51,553.90   | \$73,000.00  |
| Movie Theaters         | \$0.00        | \$7,000.00   |
| Bill Board             | \$9,900.00    | \$10,000.00  |
| NDOC Truck             | \$7,193.05    | \$10,000.00  |
| Total of Items to Date | \$164,038.23  | \$230,000.00 |

- 1) New TV Commercial - Since we are not advertising with Cable One the commercial got very expensive. So Ryan reached out to Sundog they put together an ad that was presented to the board.
- 2) Red River Valley Fair – Ryan reported it was a tough day at the fair. He felt the money would be better spent on doing larger sign for \$2,500.00 or sponsoring a day not having a booth.
- 3) State Fair – Ryan suggested maybe doing a float instead of a booth. He is still waiting to see what OCC is coming out with for promotional item this year. Thinking it might be a car that could be used in the parade and be displayed one day at the fair. He will put some options together and bring them back to the board.

### Old Business:

- a) **Budget Surplus:** Connie presented a report on the schedule of the 2016 50% credit. After some discussion. The recommendation is to wait until the end of the year to see where the numbers are at that time as ticket numbers are down.
- b) **Truck report:** The Truck Expense report was presented for the period of April to June 2016 to the board. The balance due to OCC for the period is \$6,922.89. He also reported the new truck wrap is fantastic and suggested the board take a close look at the truck when they have a chance. He is very happy with the results of the wrap.
- c) **OCC Tech Conference – Boston - October 11-13, 2016.** Don reminded everyone of the date of the event. Don will be attending the conference. Benda will check her schedule to see is she will be able to attend.
- d) **National CGA Conference – Orlando March 14-16, 2017:** Reminder that the conference will be held in Orlando, Florida on March 14-16, 2017.
- e) **Visa Credit Card:** Took a long time to get set up, should be up and running by the middle of September.
- f) **USAF Invoice Issue:** Ryan talked to the AF and resubmitted the outstanding bills and as far as he knows the invoices have been paid.

**New Business:**

- a) **Fraud Case Report:** Ryan informed the board of his investigation of a possible ticket fraud case. Williams County detective started looking into this about a month ago. About 2 weeks ago Ryan contacted the local locating supervisor for XTO Energy and explained to him what was happening. The supervisor stated he would pass it on to his manager. Ryan has tried contacting them but has not heard back from them.
- b) **Expense Policy:** A committee comprised of Don Fry, Mike Schoepp and Jerry Blomeke was formed to work on the new financial policies and deal with the budget surplus issues.
- c) **NDSU Sponsorship:** Ryan has not heard from them he will reach out to them again.
- d) **UND Hockey Game Sponsorship:** asked about schedule – do we want to do it again. \$5000.00 to sponsor a game. We spent \$7,700.00 for handouts hats and scarfs. Board asked Ryan to check out further and get back to them.
- e) **Action Items:**

**August 11, 2016:**

- Follow up bill draft meeting
- 2017 Summit
- Follow up on Enforcement Cases
- Expense Policy
- NDSU
- UND
- State Fair Options

f) **Other:**

There was discussion on the Emergency locate requests. OCC currently voice calls using call center representatives or uses an Interactive Voice Response (IVR) system named OTTO to get a positive response from affected operators. As per the board’s direction the live voice call process will end in 6 months on January 1, 2017 and operators will be called using the OTTO IVR system. If the OTTO calls are unsuccessful, OCC will still follow-up with a live voice call.

Ryan discussed the Big Iron show that is coming up. Gopher State One call asked if they could be a part of the show at the conference last year but he has not heard from them. So he is going to proceed with it being a NDOC booth.

**Upcoming Meetings:**

| <u>Date</u>       | <u>Time</u> | <u>Type</u> | <u>Location</u>   |
|-------------------|-------------|-------------|-------------------|
| November 10, 2016 | 10:00 AM    | Regular     | NDAREC Board Room |
| 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 |

There being no further business to come before the board Dale Robbins made a motion to adjourn Brooks Goodall seconded the meeting was adjourned at 2:00PM.

Submitted by:  
Brenda Derrig, Secretary

Signature: 

Date: 11/10/16

Don Frye, Chairman *by Mike Sch* Treasurer

Signature: 

Date: 11/10/16