

# **North Dakota One-Call Board of Directors Meeting**

**Meeting Date: February 12, 2015**

The meeting was called to order by Chair Dale Robbins at 10:05 am at the ND PSC Board Room at 600 East Boulevard, Bismarck, ND.

## **Board Members Present:**

Dale Robbins – Cable Television – Chair  
Don Frye – Cities under 5000 – Vice-Chair  
Mark Dougherty – Excavators

Brenda Derrig – Cities over 5000 – Secretary  
Brooks Goodall – Telecommunications  
Ron Ness – Electric

## **Board Members Absent:**

Jerry Blomeke - Rural Water - Treasurer

Mike Schoepp – Gas/Pipelines

## **Others Present:**

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

Connie Schmidt - One Call Concepts

Julie Prescott - ND PSC

Commissioner Brian Kalk – ND PSC

John Schob - ND PSC

David Crothers- NDARTC

Jim Holzer - One Call Concepts

Victor Schock - ND PSC

Stacy Eberl - ND PSC

Kent Blickensderfer - Century Link

## **Minutes:**

### **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 amended to add 6A. Brian Kalk and 8d. Update on Sundog. Ron Ness moved to approve the agenda as amended. Brooks Goodall seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

### **Approval of previous meeting minutes:**

Minutes of the November 13, 2014 meeting were presented for review and comment to the Board of Directors. Mark Dougherty moved to approve the November 13, 2014 meeting minutes. Brooks Goodall seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.

### **Financial report:**

The financial summary for January through December 2014 was submitted as follows:

Total Income	\$273,049.84
Total Expenses	\$149,377.36
Net Income	\$123,672.48
Total Checking/Savings	\$587,794.91

Don Frye moved to accept the financial report as presented. Mark Dougherty 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 October, November, and December. Don Frye 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.

**PSC Report:**

Commissioner Brian Kalk visited with the Board regarding the process of complaints to see what the Board's position is. The Board clarified that Utility Companies can recoup their costs and they are looking towards the PSC process to assist with trying to deter repeat offenders. It also will assist with the recouping costs if they find the company guilty. Brooks Goodall stated that they are documenting and taking pictures after locating for proof that they were there. There was discussion that that Utility Companies will typically bill for damages along with filing a complaint. One of the concerns is the length of time to complete the process. With the requirements by law, it would be possible to close the case out within 100 days. The PSC is having problems getting a response from the contractor, which is delaying the process. The Board was updated on the status of Damage Prevention Cases. They discussed the cases involving OCC overdue invoices. Some of the companies have dissolved and some are not registered with the state of North Dakota. Those names have been turned over to the Attorney General.

**Center Operations Report:**

Center Operations:

Call center activity was as follows:

<b>January – December</b>	<b>2013</b>	<b>2014</b>	<b>% Increase</b>
Incoming Tickets	210,325	223,805	6.4
Outgoing Tickets	1,186,037	1,338,320	12.8

The incoming tickets represented above for 2014 were split as follows:

Operators Calls	10%
Excavator Calls	81%
Homeowner Calls	9%

Types of locate requests were as follows for 2014:

<b>January – December 2014</b>	<b>% Total 2014</b>
Routine	79.3%
Emergency	.4%
Respot	13.5%
Modify	.5%
Meets	.3%

Hold times for 2014 averaged 29 seconds and processing times averaged 8 minutes. Connie stated that the processing time is longer but they are actively informing callers about ITIC. Itic Numbers are approaching 71%.

#### Advertising Report:

The 2014 NDOC advertising expenditures are as follows:

<b>Budget Items</b>	<b>Total Year-End</b>	<b>Budget</b>
Promotional Items	\$26,751.29	\$27,000.00
Magazine & Other Print	\$10,912.93	\$15,000.00
Website	\$0	\$10,000.00
Trade Shows	\$6,244.19	\$8,000.00
Radio-Billboard-TV Advertising	\$98,608.58	\$115,000.00
Total of Items to Date	\$142,516.99	\$175,000.00

The 2014 NDOC Radio-Billboard-TV advertising expenditures are as follows:

<b>January – July</b>	<b>Total 2014</b>
Radio	\$39,294.08
Billboard	\$16,500.00
TV	\$42,814.50

#### OCC Report:

2015 CGA Conference:

The National CGA Conference will be in Orlando and the Board will pay if any of the member would like to attend. Don Frye state he would like to go. Mark Dougherty stated he has gone in the past and there is a lot of good information and the networking is good.

ND CGA:

The next ND CGA meeting is March 26<sup>th</sup> in Grand Forks. Ryan Schmaltz is working with Kevin Archer and the Fair Grounds for the Summit. They are looking at April 2016. They are also looking to try and schedule Digger Dinners around this date.

Sundog Update:

Ryan Schmaltz conference calls with them every other Monday. They have a media plan that is heavy in advertising in April, May, and June. Their estimate is a little higher than Ryan gave them and will cut it back to stay on budget. We will still be handling the billboards.

State Fair Update:

July 24<sup>th</sup> will be 811 day at the State Fair. OCC will have the Bike at the State Fair and RDO will have 1-2 heavy equipment simulators. One Oak has a big trailer that has activities for kids. So far 13 companies have responded. This year will be the 50<sup>th</sup> Anniversary for the Fair so it should be bigger than last year, which had 40,000 in attendance.

#### Old Business:

November 13<sup>th</sup> Action Items:

OCC

- Draft document or edit agreement dealing with operation of OCC provided vehicle in the future. The attorney has reviewed it and edits have been made. Ryan Schmaltz reviewed the updated costs. Don Frye moved to approve the Memorandum of Agreement for operating a "North Dakota One Call Promotional Vehicle". Brooks Goodall seconded the motion. There being no further discussion the motion was called. Mark Dougherty was a Nay, with remaining attending members all Ayes, motion approved.

Ryan

- Look to see if Xcel is still calling in multiple operators on a single ticket. Only 2 tickets had both names on them, but they were respots. They are now calling in tickets with only one contractor name on the ticket. Ryan will monitor the situation.



Connie Schmidt

- Connie to calculate a figure on what it would cost to provide free EI Robot. The estimated total is \$15,219.60 or 27,672 call outs at \$0.55. This is just an estimate and will change as ticket number changes. The advantage for this is that it will increase the response time. The Board could fund this for the first year and then have them pay the following year. Jim Holzer stated that it could possibly be implemented by April 1<sup>st</sup>. The Board could reevaluate in November. Don Frye made a motion to offer the EI Robot until December 31<sup>st</sup>, 2015, starting April 1<sup>st</sup> at no cost to the contractor or utility company, Mark Dougherty second the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

Jerry

- Schedule Audit. Dale Robbins will reach out to Jerry to confirm that the Audit is moving forward.

All remaining actions items from August 14, 2014 have been completed.

The 2015 NDOC proposed advertising budget:

Budget Items	Budget
Promotional Items	\$27,000.00
Magazine & Other Print	\$15,000.00
Website	\$8,100.00
Trade Shows	\$8,000.00
Radio	\$48,173.00
TV Advertising	\$61,442.00
Billboard	\$16,500.00
Movie Theaters	\$12,865.00
Total of Items to Date	\$197,080.00

Pandora advertising campaign will start in April and go 2 ½ months. There will be a need to print some new handbooks. This proposed budget does not include those handbook costs. Don Frye stated that it would be nice to get a picture of the truck to place on the new Handbook. Don Frye made a motion to approve the budget as presented, Mark Dougherty second the motion. There was discussion that the vehicle was not included and that it should be. Don Frye then amended his motion to add a line item for Vehicle in the amount of \$12,920. This will amend the total to \$210,000. There being no further discussion the motion was called. Ayes all, motion was approved.

#### **New Business:**

Nominating Committee:

Mark Dougherty and Brenda Derrig volunteered to be the Nominating Committee

February 12<sup>th</sup> Action Items:

Dale

- Send Victor email to PSC regarding Boards position on the complaint process and judgment for damages.
- Email Jerry to check the status of the Audit.

Brenda and Mark

- Nominating Committee for officers.

**Ticket Prices:**

Dale Robbins wanted to start the discussion of the possibility of reducing ticket prices. Each State provides different services with the ticket price, but some examples are:

Kansas - \$1 for Tier 1, multiple tiers and members of other tiers do not pay for all services. They also do not charge for retransmits or cancellation.

Missouri - \$1.30, does not charge for retransmits or cancellations

Nebraska - \$1.10 provides a \$0.35 discount for tickets processed through the web.

Iowa - \$0.90 for every ticket they deliver.

No other state charges excavators. Ron Ness stated that we are representing the users and should look at reducing ticket prices. Mark Dougherty asked OCC if it would be an issue to change the ticket price in the middle of our contract. Jim state that their price would remain the same it would just lower what would come back to the Board. He stated that we could look at offering an additional discount to ITIC users. The Board needs to research the reduction and see if this would be long term sustainable.

**Upcoming Meetings:**

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
August 13, 2015	10:00 AM	Regular	NDAREC Board Room
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

**There being no further business to come before the board the meeting was adjourned.**

Submitted by:

Brenda Derrig, Secretary

Dale Robbins, Chairman

Signature: B. Derrig

Signature: Dale Robbins

Date: 5-14-15

Date: May 14, 2015