

North Dakota One-Call Board of Directors Meeting

Meeting Date: February 8, 2018

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

Board Members Present:

Don Frye – Cities under 5000	Mike Schoepp – Gas/Pipelines
Brooks Goodall – Telecommunications	Jerry Blomeke - Rural Water
Mark Dougherty – Excavators	Brenda Derrig – Cities over 5000 (Via – Phone)
Richard Brieley – Oil/Gathering	Ron Ness - Electric

Board Members Absent: Dale Robbins – Cable Television

Others Present:

Ryan Schmaltz – One Call Concepts/ND One Call Board Representative
Frank Planton - One Call Concepts Victor Schock - ND PSC
Dinah Roberson – AGC of ND

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 with the addition of 10) e New Status -Ticket Pricing. Mark Dougherty moved to approve the agenda. Mike Schoepp 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 November 9, 2018 meeting were presented for review and comment to the Board of Directors. Richard Brieley moved to approve the minutes with the corrections. 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, 2017 was submitted as follows:

Total Income	\$82,023.61
Total Expenses	\$295,951.82
Net Income	(\$213,928.21)
Total Checking/Savings	\$517,441.26

Jerry Blomeke 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.

Jerry Blomeke moved to reinstate the .10 advertising amount effective April 1, 2018. Ron Ness 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 October, November and December 2018, the truck expense total of \$1,832.92 and advertising expenses for the amount of \$42,499.22. Ron Ness moved to approve payment of expenses as presented. Motion was seconded by Mark Dougherty. There being no further discussion the motion was called. Ayes all, motion was approved.

One Call Concepts, Inc. invoice was discussed, the board decided to table it until the May meeting.

Jerry Blomeke moved to discontinue the .10 rebate per ticket effective April 1, 2018. Richard Brieley seconded the motion. There being no further discussion the motion was called. Ayes all, motion was approved.

NDCGA:

- a.) **Summit:** Rich reported the summit was a success this year. He stated, with the number of sponsors this year, less the expenses they should be at the break even point. The summit had some great vendors this year including RDO. The excavator rodeo ended up having 30 people register for the event. The locate rodeo went really well. Improvements suggested were having the vendors register, longer classes, extra agendas available, larger print on name tags and they would have liked to have seen more contractors and excavators attend the event. There were 194 participant registrations and with the vendors totaled between 230 to 250. The speaker JJ Harrison did a great job for the summit. Board thanked Jim, Frank and Connie with OCC for all there help with the event.
- b.) CGA's last meeting was at the summit. The next meeting will be held tentatively on May 10, 2018 which is the same date as our NDOC meeting. Ryan will check with Kevin and will let everyone know the date and location.
- c.) Rich would like to attend National CGA Conference if possible. The board approved.

PSC – Report:

Enforcement cases update: There are a total of 24 open cases for 2017. There are three cases against Wagner Construction, one case against Century Link for failure to do positive response and twenty OCC unpaid 811 fee cases.

Notable events: Brian Kroshus, Carlee Mcleod and Victor Schock participated in a panel discussing 811 and safety.

Center Operations Report:

a) Dash Board Report:

Ryan reported on the December dashboard report. There is a decrease in the incoming tickets, outgoing messages are also down at 919,000. The average hold time dropped off because the volume is down this time of year. ITIC numbers are at 69.92% as compared to 2016 at 69.93%. Ryan is hoping with new training we will be able to exceed 70% in 2018. Positive response compliance for 2017 was at 93% for on time and 7% that were late. Ryan's goal is to focus on this topic at the excavator banquets to get the operators on board. Then do follow up phone calls on those that are still not in compliance then follow up with an e-mail then file a complaint. Board asked for a positive response report from OCC Center each quarter.

Connie would like the board to know that they are going to be doing a base map redraw the mapping to be used at the center. They would like to get that done before the spring construction season.

Elimination of fax locate request notifications to members -Connie is hoping to discuss this at the May meeting and get this done by either August or by the end of the year.

Call center activity was as follows:

January to December 2017	2016	2017	% Increase
Incoming Tickets	182,608	165,315	-0.095%
Outgoing Tickets	1,010,434	919,973	-0.090%

The incoming tickets represented above for 2017 were split as follows:

Operators Calls	12.96%
Excavator Calls	77.82%
Homeowner Calls	9.22%

Types of locate requests were as follows for 2017:

January to Dec 2017	% Total 2017
Routine	82.8%
Modify	3.7%
Respot	10.4%
Emergency	2.1%
Meets	0.8%
Survey	0.2%

b) Advertising Report:

The 2017 NDOC advertising expenditures as of December 31, 2017 are as follows:

Budget Items	Total to Date	Budget
Promotional Items	\$51,296.71	\$50,000.00
Trade Shows	\$16,778.00	\$18,000.00
Magazine & Other Print	\$17,397.07	\$17,000.00
Website	\$9,860.97	\$12,000.00
Radio	\$23,403.00	\$22,500.00
TV	\$81,771.90	\$90,500.00
UND/NDSU Games	\$21,813.00	\$30,000.00
Bill Board	\$ 0.00	\$10,000.00
NDOC Truck	\$1,046.45	\$10,000.00
Total of Items to Date	\$223,367.10	\$260,000.00

Ryan presented the advertising expenses compared to the budget with an YTD net of \$36,632.90.

- 1) **Truck report:** The truck expense report was presented for the period of October to December 2017. The balance due to OCC for the period is \$1,832.92.
- 2) **Larks Update:** Ryan reported he has invited Clark the Lark to the home show on Saturday February 10 as a promotion they will be giving away 4 tickets. The board also discussed using social media to give away tickets this season. August 11 falls on a Saturday this year so will have a game on that night.

3) Advertising Budget:

Budget Items	2017	2018	Sundog
Promotional Items	\$50,000.00	\$50,000.00	.00
Trade Shows/Sponsorships*	\$18,000.00	\$35,000.00	.00
Print**	\$17,000.00	\$13,000.00	.00
Website/Digital	\$12,000.00	\$12,000.00	\$12,000.00
Radio	\$22,500.00	\$20,000.00	\$15,000.00
TV	\$90,500.00	\$90,000.00	\$90,000.00
UND/NDSU Games	\$30,000.00	\$30,000.00	\$30,000.00
Bill Board	\$10,000.00	.00	.00
NDOC Truck	\$10,000.00	\$10,000.00	.00
Total	\$260,000.00	\$260,000.00	\$147,000.00

*Includes Larks Partnership of 20,085.00

**No new handbook cost for 2018

Ryan Schmaltz Report:

- 1) **Truck Lease:** Ryan is extremely happy with the wrap on the new truck.

- 2) **Excavator Banquets 2018:** The dates are set for 19 excavator banquets for 2018 which are February 26, 27, 28, March 1, 12, 13, 14, and 15. Bismarck is scheduled for May 8th. On-line registration is now set up for the banquets, as of today there are 122 registrations. Door prizes will be coolers again this year. Ryan ordered a different brand of cooler that is less expensive so we will be able to order more coolers to give away at the meetings.
- 3) **Other:** Ryan made some suggestions for the state fair (July 20-28, 2018). The possibilities are putting the truck in the parade with a float, doing a booth or working with the Ford dealership to park the truck in front of the commercial building.

Old Business:

- a) **Excavator Committee Report:** Ryan, Rich and Jerry met a few weeks ago and they came away from the meeting with the feeling that logistically the numbers would be the hardest thing on how do we cover the costs. Ryan reached out to some of the organizations who held the meetings of the nine that responded the total cost was \$62,000.00 with the average price per person at 61.18. After some discussion the board felt they would go through this season, some of the board member will do more research and it will be discussed at the next meeting.
- b) **OCC Contract Committee Report:** Don presented a copy of the 2014 OCC contract and a copy of the new agreement for everyone to review. The committee felt there was not any value for this organization putting an RVP together. The contract expires February 25, 2018. Jerry Blomeke moved that NDOC accept the proposal from OCC for the next three years and to provide for signature. Motion was seconded by Brooks Goodall. There being no further discussion the motion was called. Ayes all, motion was approved.
- c) **Other:** None

New Business:

- a) **Nominating Committee:** Don and Jerry volunteered to be the members of the nominating committee to bring nominations to the meeting May 10, 2018. Ron and Jerry's terms will expire in 2018.
- b) **February 14, 2019 Meeting Date:** The board will visit this item at a later date.
- c) **Action Items:**

February 8, 2018:

 - February 6th OCC Invoice - Review - (Connie)
 - Positive Response Compliance Report – (Connie)
 - Fax notifications – locator requests (Connie)

Per Frank 2017: 178 Members registered to receive fax notifications of these
147 Members the actually received a ticket
88,291 total Volume delivered by fax

 - Base Map re-draw - OCC
 - Larks 811 night – promotional items
 - State Fair Parade/811 day – Ryan
 - Excavator Banquet -Update
 - OCC update information - Frank
 - Nominating Committee – Rich & Jerry
- d) **Other:** Reminder OCC Conference will be held September 25-27, 2018 in Miami, Florida. The Bike and the car could be available on August 11, 2018. We could either have it available 811 day at the fair July 27th and at the game or at the 811 day at the Larks game in August. The board indicated they would like it to be here at the Fair in July and at a Larks game.
- e) **New Ticket Status:** Ron had a request by a Cass locator requesting a forth status option on locator requests stating Excavation Completed upon arrival locator has spoken to excavator. After some discussion by the board, Frank offered to do some work on it and get back to the board.

Upcoming Meetings:

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
May 10, 2018		Regular	Capital Electric Co-Op Board Room
August 09, 2018		Regular	Capital Electric Co-Op Board Room
November 08, 2018		Regular	Capital Electric Co-Op Board Room

There being no further business to come before the board Jerry Blomeke made a motion to adjourn Ron Ness seconded. The meeting was adjourned at 1:25 PM.

Submitted by:
Brenda Derrig, Secretary

Signature: B. D.
Date: 5-10-18

Don Frye, Chairman
Signature: Don Frye
Date: 5-10-18