

North Dakota One-Call Board of Directors Meeting

Meeting Date: November 13, 2014

The meeting was called to order by Chair Dale Robbins at 10:04 am at the NDARC Board Room at 3201 Nygren Drive Northwest, Mandan, ND.

Board Members Present:

Dale Robbins – Cable Television – Chair
Jerry Blomeke - Rural Water - Treasurer
Brooks Goodall – Telecommunications
Ron Ness – Electric

Brenda Derrig – Cities over 5000 – Secretary
Mike Schoepp – Gas/Pipelines
Mark Dougherty – Excavators

Board Members Absent:

Don Frye – Cities under 5000 – Vice-Chair

Others Present:

Ryan Schmaltz – One Call Concepts/ND One Call Board Representative
Frank Planton - One Call Concepts
Julie Prescott - ND PSC
Brian Kalk – ND PSC
Connie Schmidt - One Call Concepts
Victor Schock - ND PSC

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 approved. 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.

Approval of previous meeting minutes:

Minutes of the August 14, 2014 meeting were presented for review and comment to the Board of Directors. Jerry Blomeke moved to approve the August 14, 2014 meeting minutes. 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 2014 was submitted as follows:

Total Income	\$256,271.20
Total Expenses	\$101,871.38
Net Income	\$154,399.82
Total Checking/Savings	\$618,522.25

Brenda Derrig 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 July, August, and September. Jerry Blomeke 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:

They are seeing damage associated with hydrovacing and the power associated with it. There should be a best practices for Hydrovacing. Brooks discussed that you can't excavate or expose around pipelines without an employee on site. Sometimes there is quite a delay in getting them there to continue to install infrastructure. There are also different requirements with crossing each pipeline which is also causing issues. PSC stated they are seeing some complaints regarding the delay in pipeline locating. Ryan stated that he would be willing to reach out to the pipelines if there continues to be delays in locating. Ron asked if hydrovacing was considered mechanical with how powerful the new machines are. He also asked if we should remove that text from the ND One Call Handbook. The PSC discussed that they are also concerned about the interpretation of depth needing a locate. The Board stated that any type of excavation requires a one call ticket. The PSC stated that the landscape wording causes interpretation issues. The Board stated that it was directed towards the homeowner. Ryan stated that he is getting positive feedback on the complaint process. The process is moving along expeditiously.

Center Operations Report:

Center Operations:

Call center activity was as follows:

January – September	2013	2014	% Increase
Incoming Tickets	164,754	172,897	5
Outgoing Tickets	934,406	1,015,082	8.6

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

Operators Calls	11%
Excavator Calls	80%
Homeowner Calls	9%

Types of locate requests were as follows for 2014:

January – September 2014	% Total 2014
Routine	79.3%
Emergency	.4%
Respot	13.5%
Modify	.5%
Meets	.3%

Hold times for 2014 averaged 27 seconds and processing times averaged 8 minutes. Connie stated that the processing time is longer but they are actively informing callers about ITIC. There was also discussion on allowing callers to cancel their ticket online.

Advertising Report:

The 2014 NDOC advertising expenditures are as follows:

Budget Items	Total Year-End	Budget
Promotional Items	\$22,454.66	\$27,000.00
Magazine & Other Print	\$8,711.79	\$15,000.00
Website	\$0	\$10,000.00
Trade Shows	\$5,400.00	\$8,000.00
Radio-Billboard-TV Advertising	\$88,298.68	\$115,000.00
Total of Items to Date	\$124,865.13	\$175,000.00

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

January – July	Total 2014
Radio	\$36,691.18
Billboard	\$16,500.00
TV	\$35,107.50

OCC Report:

Commercials and Advertising:

Ryan Schmaltz will be meeting with Sundog Media to discuss advertising. He also reached out to Cable One to assemble a commercial that is a movie trailer. He is hoping to get it into the movie theaters for advertising. The Board supported the commercial. Ryan also presented a proposal for a vehicle that would have a wrap advertising the ND One Call. He presented a use of company vehicle policy and a memorandum of agreement. Currently OCC reimburses Ryan mileage, which is part of our ticket price. The Board wants to make sure that we aren't paying for something that is already covered in our agreement. That cost can be backed out of the price. We would look at making an amendment to our contract. Mark asked if this was an appropriate use of these funds. There aren't many guidelines of how the Board should be using the funds. The Board stated that we should have an attorney review the documents and make a recommendation. OCC will assemble agreement by January 1 and forward to Dale to forward on to an attorney for review. Mark stated that the Board has used Rebecca Theim in the past. Ryan is also researching the possibility of advertising with Pandora. It appears that the cost is a little high, but thought he would wait until after his meeting with Sundog to research this further.

Locating Box:

At the Seattle Tech meeting there was a locating box that was about 24"x16"x6". It would be nice to have for trade shows. The cost is \$1,500 for a unit. Ryan liked that it was interactive. Ryan will reach out to the supplier and see how it works. The Board was supportive of purchasing it if Ryan researches it further and decides that it would be worth the purchase.

Wording on page 59 of Handbook:

There is a concern with the wording on page 59, paragraph k, second sentence. "The notification center shall establish a method of providing personnel from a facility owner qualified to safely inspect and verify whether a facility is abandoned or inactive if necessary." Ryan had an instance with Aggregate Industries in which a line was not actively getting located and called the Center and stated that he felt that the Center needs to establish a method of providing personnel. The facility operator should just be responsible that there is a contact for the utility. When the law gets opened, we should look at clarifying this wording. Ron also brought up on page 41 under the definitions that we should look at changing the wording from "Careful and prudent manner" to hand digging.

2015 CGA Conference:

Ryan stated that the Conference will be in Orlando March 10, 11, and 12th. If someone is interested the Board would send them.

ND Billing Clarification:

Ryan wanted to clarify who he is to be billing. He is currently billing everyone with the exception of home owners. The Board confirmed that he is billing correctly

ND CGA Activity:

Ryan stated that the ND CGA is looking to have a Summit late 2015/early 2016. They are looking to have it in Minot at the State Fair grounds. If they hold it around a rodeo there may be some dirt to use. The next meeting will be on January 8th at MDU at 1pm.

State Fair:

Ryan has reserved July 24th at the State Fair as 811 day. He is reaching out to companies that would like to be involved with the day. It will be \$15,000 and includes a large tent. Currently he has 7 to 8 wanting to be included and is hoping to get enough companies so it is about \$1,000 to \$1,500. The OCC Chopper is available and will cost \$3,500 per day. The Board will pay for the bike to be at the Fair. Ron Ness moved to pay \$3,500 to bring the 811 Bike to ND. Motion was seconded by Jerry Blomeke. There being no further discussion the motion was called. Ayes all, motion was approved.

Red Hawks and UND Football Game Update:

Ryan wanted to get feedback on how the Board felt that these activities went. There was good outreach at the UND Football game. It worked well teaming with Enbridge for the football game. Start looking at other games that we could sponsor a day at. There was discussion to see if August 11th was open for sponsorship. Ryan will look into it.

Old Business:

August 14th Action Items:

Ryan & Dale

- Work with Camille at Xcel to visit with supervisor regarding Xcel and Q3 on same ticket. Ryan called a contact at Xcel to discuss our concerns. He explained our concerns and Ryan was going to follow up with an email explaining what our concern was and he stated that he will follow up.

Connie Schmidt

- Revisit EI Robot to see status of members signed up. 346 callers are still using manual voice out for emergencies. EI Robot will call out quicker than a manual voice out. To offer EI Robot for free it would result in a revenue reduction of \$49,000 total based on the current volume through October. The Board could require everyone to utilize EI Robot starting January 1, 2016. Connie will calculate the cost of offering EI Robot at no cost to the company.

Board

- Bring back legislative issues that they would like to discuss.

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

New Business:

Request for 2014 Audit:

Mike Schoepp moved to direct Jerry to work with JD Associates to complete a 2014 audit. Motion was seconded by Brenda Derrig. There being no further discussion the motion was called. Ayes all, motion was approved.

November 13th Action Items:

OCC

- Draft an agreement or contract amendment dealing with OCC providing a vehicle with ND One Call advertising for Ryan to use.

Mark Dougherty

- Visit with contacts about contracting with OCC on a vehicle.

Ryan

- Look into if Xcel is still calling in multiple operators on a single ticket.

Connie

- Will calculate a figure on what it would cost to provide EI Robot.

Jerry

- Start Audit.

Upcoming Meetings:

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
November 13, 2014	10:00 AM	Regular	NDAREC Board Room
February 12, 2015	10:00 AM	Regular	PSC
May 14, 2015	10:00 AM	Annual	NDAREC Board Room
August 13, 2015	10:00 AM	Regular	NDAREC Board Room
November 12, 2015	10:00 AM	Regular	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: 2-12-15

Date: 2-12-2015