

North Dakota One-Call Board of Directors Meeting

Meeting Date: November 12, 2015

The meeting was called to order by Chair Don Frye at 10:02 am at the Radisson Hotel, 605 E Broadway Ave, Bismarck, 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

Victor Schock - ND PSC

Dinah Roberson – AGC of ND/Accounting Rep

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. Dale Robbins moved to approve the agenda. Brooks Goodall 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 August 13, 2015 meeting were presented for review and comment to the Board of Directors. Jerry Blomeke 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 October 2015 was submitted as follows:

Total Income	\$344,327.32
Total Expenses	\$182,076.93
Net Income	\$162,250.39
Total Checking/Savings	\$750,269.06

The checking and money market accounts were moved from Bremer Bank to Kirkwood bank.

Mark Dougherty moved to accept the financial report as presented. Ron Ness 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 as well as the truck expenses for the same period. Dale Robbins 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.

PSC

- 1) Victor Schock informed the board that there were no new issues.
- 2) There have been some staff issues that the PSC is in the process of correcting. They continue to work on the list of cases that they have on file. A handout was distributed to the board of the list of cases.
- 3) The board sent a letter to Brian Kalk September 11, 2015 regarding the collection of fees Victor stated that Brian will be getting back to the board.

Center Operations Report:

Call center activity was as follows:

January - October	2014	2015	% Increase
Incoming Tickets	201,235	198,873	-1.2%
Outgoing Tickets	1,188,287	1,137,449	-4.2%

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

Operators Calls	8.1%
Excavator Calls	82.7%
Homeowner Calls	9.83%

Types of locate requests were as follows for 2015:

January – October 2015	% Total 2015
Routine	85.1%
Modify	2.9%
Respot	9.7%
Emergency	1.9%
Meets	.4%

The call volume for October was lower by 8,000–9,000. Incoming calls were less due to the ITIC calls and the time of year. Average processing time was 8.1 due to ITIC for October. IVR volume has dropped between August and October will be changing the message to educate on IVR. ITIC numbers are up by 66% for the month the goal is to be at 70% by the end of December. We are much higher than any other state with ITIC usage. Hold times for 2015 YTD as of October averaged 33.8 seconds and processing times averaged 7.67 minutes.

Connie informed the board of an issue they had with the billing between April and the end of September 2016. Web users were not being billed for relocates. The issue only impacts the relocates. There are 48,000 tickets involved with a total billed value at \$53,000.00. She asked the board how they would like to proceed with the issue. There was discussion followed by a motion by Mark Dougherty that OCC bill for the relocates. Dale Robbins seconded the motion. The board also requested OCC also include the one-call ticket numbers related to the missing invoice. Ayes all, motion approved.

Advertising Report:

The 2015 NDOC advertising expenditures as of November 4, 2015 are as follows:

Budget Items	Total To Date	Budget
Promotional Items	\$26,395.05	\$27,000.00
Magazine & Other Print	\$15,578.80	\$15,000.00
Website	\$5,732.14	\$8,100.00
Trade Shows	\$4,881.75	\$8,000.00
Radio-Billboard-TV Advertising	\$157,575.33	\$151,900.00
Total of Items to Date	\$210,163.07	\$210,000.00

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

January – July	Total 2015
Radio	\$43,269.60
Billboard	\$16,500.00
TV	\$78,004.80
Movie Theater	\$11,507.52
NDOC Vehicle	\$8,293.41

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. There was discussion on the rational of the % of spending on each. Ryan stated they spend the money where they can get the best bang for their buck

OCC (Ryan Schmaltz) Report:

- 1) ND CGA Activity Update: Ryan reported that there was a great turnout. Most of the meeting was discussion about the upcoming summit. Summit will be held April 13 -14, 2016 one half day on Wednesday full day on Thursday. He has been working on the agenda and is looking at some of the sessions topics being First Aid, CPA, locating class, confined spaces, trench and excavation safety. Looking at possibly offering CEU's for the class. PSC will have a ND/SD pipeline operator meeting 2 days prior to the summit.
 - 2) Ryan asked the board if they would be interesting in donating funds to purchase some of the items the NDPA purchases because they have our logo on some of the items. There was discussion, Mark Dougherty made a motion not to make a donation to NDPA at this time. Ron Ness seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.
 - 3) 2016 National CGA Conference: Conference will be held March 8, 9, 10, 2016, in Las Vegas, NV at the Mirage. Discount rate applies until December 18, 2015. Brenda Derrig moved that Board members wishing to attend the National CGA conference will be reimbursed. Mark Dougherty seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.
 - 4) 2016 State Fair: The contract is signed for the event. Board discussed the 811 Bike returning for the Fair in 2016 at a cost of \$3,500.00. Mark Dougherty moved we bring the 811 bike back to the Fair. Dale Robbins seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.
 - 5) UND Football Game – Ryan stated there will be no cost because they are in between PR people.
 - 6) UND Hockey Game: The game is scheduled for March 5, 2016 we have 25 tickets available. Ryan will be ordering 1,000 hats and 250 scarfs with our logo to be given away at the game.
 - 7) OCC 2015 Tech Conference: September 23rd, 24th, and 25th in San Francisco. As stated by Ryan the presentation of the truck went well. Many people are reaching out to him about the truck for information. Ron Ness, Dale Robbins and Don Frye attended the conference they all felt the conference went very well and encouraged other Board members to attend the conference next year. The OCC 2016 Tech Conference will be located in Boston in September.
- Hunting in the Sticks Promotion: It will cost \$15,000 to \$20,000 to bring the hunting show to ND. There are other options with banners that Ryan will look into.

Old Business:

- 8)
 - a) **Ticket Rebate:** The Board discussed the volume rebate issue. ND One call has a contract with OCC through the end of 2016. A motion was made by Jerry Blomeke to issue a .10 volume rebate on each ticket effective with tickets beginning January 1, 2016 through December 31 2016 with the option of changing the number quarterly as needed. Dale Robbins seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.
 - b) **Budget Surplus:** A Committee was formed to determine what the surplus policy should be for ND One all. Committee members include Don Frye, Mike Schoepp and Mark Dougherty. They will report to the board at the next meeting.
 - c) **Interim Legislative Committee/One Call Industry Committee meeting:** This committee is set up as a Consensus Group, everyone has to approve for something to move forward. Hoping to have something to forward in January to Interim committee.
 - d) **Industry Committee Meeting – NDACo Office-** Don encouraged everyone to attend.
 - e) **Truck Expense Invoices:** Detail will be on file at the AGC Office for review.
 - f) There are three grants available through the PSC - One Call, Safety, and Damage Prevention. ND One call is only eligible for the One Call Garnt. We are now receiving \$10,000.00 for bill board adds. There appears that you could get up to \$45,000 and up to \$60,000 in the future. 2016 requests have already been submitted. 2017 could hold some possibilities, like the summit or 811 Day at the fair. It appears the PSC could use the funds to fund additional staff for enforcement.
 - g) **Truck Wrap Issue:** Issue has resolved itself OCC has not heard back from the company that did the work.
 - h) All action items have been addressed.

New Business:

- a) **Budget:** After some discussion Jerry Blomeke made a motion to increase TV Advertizing by \$20,000 for a total of \$73,000 and an increase of \$10,000 to Radio for a total of 45,000 the total advertising budget for 2016 to equal \$230,000. Mark Dougherty seconded the motion. There being no further discussion the motion was called. Ayes all, motion approved.
- b) **OCC Invoicing:**
 - 1) Make contractors invoice easier to understand by adding the ticket number.
 - 2) Could we set up to do a search by caller ID # or by date?
Connie will do a mock up for the next meeting.
- c) **Audit for 2016:** We will use JD Associates for the 2016 Audit.
- d) **Nominating Committee for 2016:** Start thinking about the nominating committee to be chosen at the February meeting.
- e) **Action Item Review:**

November 12, 2015 Action Items:

- OCC – Missed Billing
 - UND Hockey Promotion - Ryan
 - Board - Proposal Budget Surplus – Committee (Don, Mark & Mike)
 - Federal Grants – Mark
 - Letter to invite Brain to February meeting - Don
- f) **Meeting location:** Ryan will contact the Association of Counties to reserve a meeting room at their facility.

Upcoming Meetings:

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

There being no further business to come before the board Jerry Blomeke made a motion to adjourn Brooks Goodall seconded the meeting was adjourned.

Submitted by:
Brenda Derrig, Secretary

Don Frye, Chairman

Signature: B. Derrig

Signature: Don Frye

Date: 2-11-16

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