

North Dakota One-Call Board of Directors Meeting

Meeting Date: February 10, 2022

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

Board Members Present:

Don Frye – Cities under 5000
Don Johnson – Oil/Gathering
Carey Burke – Excavators
Jerry Blomeke – Rural Water

Mike Schoepp – Gas/Pipelines
Derek Weigel – Cable Television
Ron Ness – Electric

Board Members Present Via phone: Brenda Derrig – Cities over 5000

Board Members Absent: Brooks Goodall – Telecommunications

Others Present:

Ryan Schmaltz - One Call Concepts/ND One Call Board Representative
Connie Schmidt - One Call Concepts
Frank Planton - One Call Concepts
Dinah Roberson – Accounting
Christina Roemmich- ND Electric Cooperative
Kim Boyd – One Call Concepts
Victor Schock - ND PSC
Cole Johnson – Nodak Electric Grand Forks

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. Jerry Blomeke moved to approve the agenda. Don Johnson 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 18, 2021 meeting were presented for review and comment to the Board of Directors. Mike Schoepp moved to approve the minutes as amended. Carey Burke 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 2021 was submitted as follows:

Total Income	\$257,719.32
Total Expenses	\$281,614.06
Net Income	\$-23,894.74
Total Checking/Savings	\$149,985.86

Ron Ness moved to accept the financial report. Derek Weigel 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 2021, the truck expense total of \$1,317.15 and advertising expenses for the amount of \$29,110.61 Carey Burke moved to approve payment of expenses as presented. Motion was seconded by Mike Schoepp. There being no further discussion the motion was called. Ayes all, motion was approved.

PSC – Report:

Enforcement cases update: There are 7 One Call Concepts cases open for 2020 or older. Two cases open for 2021. 2022 has one open case for a total of 10. This is an all-time low for open cases.

Notable Events:

Staff Comments: Commissioner Kroshus resigned to be the ND Tax Commissioner effective January 3, 2022. Director of Utilities Pat Fahn will be retiring by March – April 2022.

Marcus Deflof has recently left the PSC so they are now looking for an electrical engineer for his replacement. The next topic discussed was the PHMSA Grant it is normally around \$7,000 to \$8,000. It is traditionally used for billboard advertising. The budget is already set for this year but they are looking at doing other things for the next year. Victor discussed this with MABU and they suggested using some of ND One Call's materials for their media campaign for 2023.

Center Operations Report:**Dash Board Report:**

Connie reported our year end numbers for the 50% credit are down 14,720 tickets from the 2011 bench mark. Which will have a negative effect of \$8,096.00 for the end of the 2021 year. The pattern for January 2022 looks like we will be on a downward trend compared to January of 2021. Secondly, she mentioned that they did change the ITIC page now that we are on NTX to indicate the direct release tickets verses those that go into review. Keep in mind the ITIC has some revenue when we discuss the rates for the upcoming year. Last January we were at 85% we are now at 87%. We are approaching 90% which is much better than most of the other states around us.

Positive Response: Is staying steady at about at 97% - 98% Ryan and Christine have been doing some work with vendors to keep it at that rate. Probably will never get to 100%. There was discussion on the declining tickets one reason for the drop would be for economic reasons and secondly, we generate fewer outbound tickets because of NXT.

Call center activity was as follows:

January to December 2021		2020	2021	% Increase
Incoming Tickets		180,171	163,916	-9.02%
Outgoing Tickets		900,130	818,923	-9.02%

The incoming tickets represented above for 2021 were split as follows:

Operators Calls	14.50%
Excavator Calls	75.70%
Homeowner Calls	9.80%

Types of locate requests were as follows for 2021:

January to December 2021	% Total 2021
Routine	81.4%
Modify	3.0%
Respot	10.0%
Emergency	2.6%
Meets	.1%
Survey	2.9%

Advertising Report:

The NDOC YTD advertising expenditures as of December 2021 are as follows:

Budget Items	Total to Date	2021 Budget
Promotional Items	\$43,979.24	\$40,000.00

Trade Shows/Sponsorships	\$49,472.61	\$46,800.00
Magazine & Other Print	\$5,379.29	\$7,000.00
Website	\$27,249.50	\$23,500.00
Radio	\$10,150.00	\$11,600.00
TV	\$63,239.00	\$68,100.00
UND/NDSU Games	\$0.00	\$0.00
Board Approved	\$ 0.00	\$8,000.00
NDOC Truck	\$14,543.64	\$15,000.00
Total of Items to Date	\$214,013.28	\$220,000.00

Ryan presented the advertising expenses compared to the budget with a YTD net of \$5,986.72. We came in below the \$220,000.00 budget for 2021.

2022 budget as of the end of February is as follows with a net of \$140,372.34.

Budget Items	Total to Date	2022 Budget
Promotional Items	\$17,452.66	\$45,000.00
Trade Shows/Sponsorships	\$60,561.00	\$67,000.00
Magazine & Other Print	\$00.00	\$2,000.00
Radio	\$00.00	\$2,300.00
Website/Digital	\$00.00	\$20,700.00
Radio Advertising	\$00.00	\$8,000.00
TV Advertising	\$1,614.00	\$65,000.00
NDOC Truck	\$ 0.00	\$10,000.00
Total of Items to Date	\$79,627.66	\$220,000.00

Media Agency Report: Ryan did not have anything to report for the MABU agency they have \$93,000.00 in the budget and they are working on the different promotions for 2022.

Ryan Schmaltz Report:

2022 Excavator Banquets: Ryan stated at this time we have three of the banquets planed. 1) Jamestown/Valley City will be held March 7, 2022 registration is ready to go closing date for the banquet is set for March 1, 2022, 2) Bismarck will be hosted by MDU planned but no date has been set up, 3) Grand Forks will also be having a banquet. Minot has an issue, Hess will not facilitate or participate this year. Ryan has reached out to other companies and has not received a response. He will put the updated digital training on the website sometime early March. **The committee was formed consisting of Don J, Mike, Carey, Carlie, Ryan and Connie.** They felt it was too little too late so they will continue to work on this over the next few months and discuss at a later time.

Baseball Partnerships: The Big Sticks 811 night will be Saturday June 4, 2022. The Larks 811 night will be Friday August 12, 2022. We are looking at doing the dig for cash game as well as a popcorn bucket promotion this year. The winning bucket will have our logo on the bottom and will win tickets for the 811-night game.

NXT/Enhancements: Connie reported that there were no enhancements but they have been working companywide (any PC) on the two-factor authentication. They started this in the middle of December the deadline to complete is February 15, 2022. They only have a handful of PCs left so they should be finished before the deadline.

Old Business:

OCC User Group Meeting: The meeting will be held in Washington, DC September 26, 2022. The 2023 meeting will be held in Florida.

Excavation Conference: Phenix, AZ, March 1-3, 2022.

Logo Update: Ryan presented the logo that was chosen by the board. He has been using the new logo and has updated the website with the new logo. Ryan also mentioned getting the new logo

changed on the truck at a cost of \$550. After some discussion. **Mike Schoepp moved to update the truck wrap with the new ND One Call logo. Motion was seconded by Don Johnson. There being no further discussion the motion was called. Ayes all, motion was approved.**

2022 Budget: Budget was presented for any questions. There was discussion about the new racing team NDOC is sponsoring they have the new logo and will keep us in the loop as to where it will be going on the car.

State Fair Payments: Ryan will be reaching out to the previous sponsors to see if they are interested in doing it again this year. Also looking at reaching out to other sponsors. Ryan presented the T-shirt designs for the fair. After some discussion the board asked Ryan narrow it down to 3 to 5 and e-mail to the Board for a vote.

Beer Promotion: Ryan informed the board that he has the three preliminary designs. After discussion the board choose version number three with adjustments. After adjustments are made Ryan will send out to board for approval. We pay the brewer 100% of the cost to produce the beer which is \$40.00 per case (24 cans) for 100 cases. They distribute in North Dakota for 811 and sell it for \$8.11 for 4 16oz cans. The money will come in to us and we will have to decide what to do with the proceeds. We will discuss at the May meeting.

New Business:

Board Officer Nominating Committee: Ron and Jerry reminder for the May meeting.

Board Vacancies: Reminder

Ticket Price Increase: Connie informed the board about her findings regarding the ticket price increase. If the board were to increase the price on the ticket price from 2021 volume at 922,000 tickets increased by .05 would equate to \$46,000.00 for the year. If it were increased to .10 it would total \$96,000.00 for the year. She also informed the board that now is the time to increase the ticket price. Ryan informed the board about the prices in surrounding states. **Jerry Blomeke moved to update the ticket price by .05 to \$1.30 effective February 1, 2022. Motion was seconded by Don Johnson. There being no further discussion the motion was called. Ayes all, motion was approved.**

CGA National Conference: April 4-8, 2022, Anaheim, CA

Other:

Action Items:

February 10, 2022

- 2022 Excavator Banquet Committee
- 2022 State Fair
- Election Board Report
- Ticket Price Increase
- Enhancements
- Baseball Sponsorships
- Beer Promotion update
- August Meeting – date change
- OCC Meeting – Washington
- Report on Conference - Don

Upcoming Meetings:

<u>Date</u>	<u>Time</u>	<u>Type</u>	<u>Location</u>
May 12, 2022 (Annual Mtg)	10:00	Regular	Capital Electric Co-Op Board Room
August 11, 2022	10:00	Regular	Capital Electric Co-Op Board Room
November 10, 2022	10:00	Regular	Capital Electric Co-Op Board Room
February 09, 2023	10:00	Regular	Capital Electric Co-Op Board Room

There being no further business to come before the board Carey Burke made a motion to adjourn the meeting. Mike Schoepp seconded. The meeting was adjourned at 11:52.

Submitted by:
Brenda Derrig, Secretary

Signature: B. D.

Date: 5-12-2022

Don Frye, Chairman

Signature: Donald Frye

Date: 5-12-2022