

## **North Dakota One Call – Board of Directors**

### **Meeting Minutes**

**Date:** August 7, 2025

**Time:** 10:00 AM

**Location:** Capital Electric Cooperative Board Room, 7401 Yukon Dr., Bismarck, ND

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### **Attendance**

#### **Board Members Present**

- Carey Burke – Chair, Excavators
- Benji Schwartz – Cities over 5000
- Ann Broussard – Secretary, Rural Water
- Mike Schoepp – Treasurer, Natural Gas Distribution Systems
- Don Johnson – Transmission & Gas Gathering Systems
- Derek Weigel – Cable Television
- Cole Johnson – Electric Distribution
- Kevin Emter – Cities under 5000 (new member)

#### **Board Members Absent**

- Brooks Goodall – Vice Chair, Telecommunications

#### **Others Present**

- Ryan Schmaltz – One Call Concepts (OCC)
- Connie Schmidt – OCC
- Kim Boyd – OCC
- Konrad Crockford – North Dakota Public Service Commission (NDPSC)
- Dinah Roberson – ND One Call
- Grace [Absolute Studios] (virtual)
- Alyssa [Absolute Studios] (virtual)

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## **1. Call to Order**

President Carey Burke called the meeting to order at 10:00 AM.

## **2. Roll Call & Introductions**

Introductions were made. New board member Kevin Emter (Cities under 5000) was welcomed.

## **3. Approval of Agenda**

Agenda approved as presented.

- **Motion:** First – Cole Johnson, Second – Ann Broussard.

## **4. Approval of Minutes (May 9, 2025)**

Minutes approved as presented. The Board confirmed the process of using AI transcription with same-day review for drafting minutes going forward.

- **Motion:** First – Mike Schoepp, Second – Derek Weigel.

## **5. Financial Report (Mike Schoepp / Dinah Roberson)**

- Ticket-share revenue and cash position remain stable.
- Routine transfers between checking and money market will continue per the transfer policy memorialized in May.

**Action:** Ryan to post the transfer policy text in the Call to Order app under the Bylaws section for easy reference.

**Outcome:** Financial report approved.

- **Motion:** First – Ann Broussard, Second – Don Johnson.

## **6. Approval of Bills**

- Q2 expenses: advertising and truck costs reviewed.

- Advertising Expenses: \$20,523.21
- Truck Expenses: \$1,418.97

**Outcome:** Bills approved.

- **Motion:** First – Benji Schwartz, Second – Derek Weigel.

## **7. NDPSC Report (Konrad Crockford)**

- Enforcement: 26 complaints YTD; 17 open cases.
- Grant: One-Call grant application submitted; awaiting award (current grant ends Sept. 30; next cycle planned to begin Oct. 1).
- Law update: New exemption language went into effect August 1.
- Cleanup of marking materials: Staff noted reminders have been added to tickets that it is mandatory for excavators to remove all flags/paint concerns, particularly along public ROWs/ditches upon project completion.
- Field feedback:
  - Homeowner mapping limitations in ITIC-Light (difficulty drawing precise polygons for fencing projects) led to call-in assistance; OCC is redesigning ITIC-Light.
  - Rural water cost/locating questions surfaced; PSC cannot apportion costs but encouraged continued stakeholder discussions.

## **8. Operations Report (Connie Schmidt / Ryan Schmaltz)**

- Volume: Through July, outbound is down ~16,000 YOY; inbound calls essentially flat.
- Service levels: Avg. hold time 13 seconds (goal ≤60s). Temporary spike in average handle time attributed to (a) surge of operator setup calls after compliance outreach and (b) training of new call-takers; mitigation in progress.
- Online ticketing (ITIC): ~83% of online tickets are direct release YTD (16% in review).
- Homeowners: >9,000 homeowner tickets YTD; roughly 50/50 direct-release vs review.
- Positive Response: Compliance is effectively 100% following outreach (second follow-up letters going out to remaining non-responders).
- 2011 Base Year: 2025 is >90,000 above 2011 base year through July; trend expected to continue.
- Creative hours: Q2 increase tied to Spanish website translation.

## 9. Advertising / Media Agency Report (Absolute Studios)

- Performance highlights (July):
  - Google Search CTR ~42% (well above ~3% benchmark).
  - YouTube view rate ~65% ( $\approx 2 \times$  32% benchmark).
  - OTT/CTV video completion rate 97–99%.
  - Streaming audio listen-through rate ~94% with companion display clicks.
- Attribution: Conversion tracking shows view-through visits to NDOC website and click-throughs to “File a Locate Request”; final submission can’t be tracked post-handoff to OCC’s portal.
- Budget status: Advertising budget \$190,000; ~\$60,000 remaining for 2025.
- Spanish website translation completed; handbook alignment and Spanish-site QR code integration next steps.

### Actions:

1. Agency to add “online-ticket click” metric to the summary spreadsheet used for board packets.
2. Ryan to include the simplified quarterly spreadsheet PDF in future packets and circulate a link to the new 30-sec TV spot.

## 10. Events & Sponsorships (Ryan)

- State Fair – 811 Day (July 25): Record morning traffic; 22 paying sponsors (~\$22k) vs ~\$15k day cost.
- Bismarck Larks – 811 Night (Aug 6): Activation successful (horn cups were a hit). 3-year renewal decision due in November (base ~\$22,800 with ~3% annual escalators).
- Large event alternatives: Staff and board reps (Benji/Cole/Ryan) will bring back options for consideration alongside Larks renewal.

## 11. Systems / Enhancements (Connie)

- ITIC-Light redesign underway to improve homeowner mapping/tools.
- Ticket Talk communication module scheduled for testing in December with 30–45-day rollout.
  - **Motion** to implement Ticket Talk: First – Don Johnson, Second – Mike Schoepp

- Positive Response: Second wave of letters to remaining non-compliant entities; a consolidated list will be provided at the November meeting.

## **12. Old Business**

- OCC User Group (Nashville, Sept 23–25): Ann, Benji, Carey, Derek attending; Derek to sit on enforcement-panel. Carey will participate in Legislative panel.
- CGA Conference (Apr 27–30, 2026 – CO Springs): Attendance plans noted.
- Legislative Update: Excavator exemption language update effective Aug. 1. Planning to look at Survey Request options.
- Rural water strike rate: Reported 1.87/1,000 vs statewide 1.33/1,000; continued coordination between Rural Water and Excavators encouraged.
- Multi-language website has been completed. A few minor tweaks and it will go live in the near future.
- AI Minutes (Fireflies): Team will continue same-day review/editing post-meeting and distribute a draft to the Board by Friday.

## **13. New Business**

- Pop-up tent for events: Ryan will include in 2025 budget.
- Marking-materials cleanup: Education messages to continue in ticket copies/PR.
- QR codes: Use QR code stickers for 2025 law updates on existing handbooks and add a QR link to Spanish-site on back covers.
- AT&T has been removed from the after hours emergency voice notification system per their request.
- Columbus Day: Confirm recognition status in NDCC; currently listed on NDOC calendar though not officially observed by the State. Matter will be taken up by One Call Coalition.
- Accounting transition: Dinah Roberson plans to retire at year-end; board to evaluate replacement options (e.g., Savannah Schmidt from AGC was presented as an option).

## **14. Action Items**

- **Ryan:**
  - Post transfer-policy text in the Call to Order app (Bylaws area).

- Send link to new commercial to Board.
- Multi-Language Website: Corrections. Order/affix QR code stickers (NDOC law updates; Spanish website) to current handbooks; ensure correction on 2025 edition.
- Work with Benji & Cole on large-event sponsorship options (for Nov decision alongside Larks).
- **Connie:**
  - Provide list of any remaining non-compliant Positive Response entities at November meeting.
  - Begin Ticket Talk testing in December; plan 30–45-day implementation. Provide update at Nov meeting.
- **Carey:**
  - Coordinate Columbus Day clarification with the coalition if legislative clean-up is needed.
  - Lead discussion on accounting replacement options at November meeting.
- **OCC User-Group Attendees:**
  - Prepare brief updates for the November board meeting.

## 15. Adjournment

**Motion** to Adjourn: First – Ann Broussard, Second – Cole Johnson

Meeting adjourned at 12:45 PM.

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**Submitted by:** Ann Broussard, Secretary

*Ann Broussard*

12/01/2025

**Approved by:** Carey Burke, Chair

*Carey N. Burke*

12/01/2025