



## **BOARD OF DIRECTORS MEETING April 9, 2018**

### Members Present:

Alicia Berger	Dan Munthe
Chris Fry	Keith Novy
Tom Hoffman	Patrick Warden
Dave Hunstad, Chair	Bruce West
	Ward Westphal

### Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP

### Guests (for open session):

Barbara Cederberg, GSOC  
Estelle Hickman, GSOC  
Kimberly Boyd, General Manager Minnesota, OCC  
Adam Franco, Director of Operations, OCC  
Jeffrey Law, Kotera  
Jon Wolfgram, MnOps

On April 9, 2018 at 10:00 a.m. at Breezy Point Resort, Breezy Point, Minnesota, in conjunction with the Minnesota Office of Pipeline Safety 2018 Pipeline Safety Educational Conference, the Board of Directors meeting was called to order by Chair, Dave Hunstad. Roll call was taken and a quorum was determined to be present. Dean Parker was asked to act as recording secretary.

The entire meeting was conducted in open session.

Dave Hunstad welcomed the Board and the guests and noted that the meeting would be abbreviated in order to allow assistance by the Board members in the conduct of the MnOps Locators Rodeo. Support of the rodeo is one aspect of additional support for excellence in the locate industry.

### **Approval of Board Minutes**

Upon motion made and duly seconded, the Board approved the Board meeting minutes for the January 10, 2018 Board meeting. Dave Hunstad directed that the open session minutes which have been previously placed on the website in draft form be declared final.



## **Chair's Report**

Dave Hunstad then thanked the Board members for an excellent volunteer attendance at the National Common Ground Alliance (CGA) conference this year as well as assisting at the Minneapolis Home and Garden Show, a major outreach effort to homeowners to call or click before they dig.

## **Outreach and PR Review**

Estelle Hickman then advised the Board of recent outreach and public awareness efforts by GSOC and other industry representatives. Two video public service announcements have been produced by channel 9 for airing as well as a radio interview for National Safe Digging month (April).

Estelle Hickman is working on finalizing the terms of a promotional arrangement with Papa Murphy's which would feature an \$8.11 pizza special to help promote call or click before you dig public awareness. An announcement of this effort will be included on the paper bills to facility operators. Papa Murphy's stores will have in-store posters and possibly other messaging on pizza boxes to help promote 811 awareness. In addition, all Home Depot and Lowe's stores will place an 811 tag on every tree they sell this year which should further assist with homeowner awareness.

## **COO Report**

Barbara Cederberg advised the Board that 2018 ticket volume has been down so far, no doubt due to the weather. Through the first 3 months, ticket volume was at only approximately 80% of 2017 volume and it is expected that April's ticket volume will be less than the previous year as well. GSOC is still predicting higher ticket volume for the entire year this year.

The GSOC Users Advisory group has met and discussed contact information on tickets as well as reviewing recent advances in auto marking instructions that could be created by the GSOC software. These are not available currently in Minnesota and will not be made available until the Advisory Board as well as the GSOC Board are comfortable with the clarity of the automatic instructions. Until then, GSOC will continue to require that the excavator manually insert marking instructions.

Barb Cederberg discussed the excavator and locator recognition program introduced and made available to local organizers of damage prevention meetings this year and felt the program was met with considerable interest the first year. There were 24 awardees at 11 of the damage prevention meetings. Several additional meeting organizers have indicated they would like to issue these awards next year, which are given to excavators and locators demonstrating

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excellence and professionalism in their trades pursuant to criteria established by GSOC and selections made by the local organizers of the damage prevention meetings.

She then discussed the facility operator contact information collection project and noted that facility operators representing a majority of the 2017 ticket volume have now responded with contact information. GSOC will continue to seek contact information until it has been collected from the other operators.

This additional information will require a format change on the ticket. Implementation is expected around the end of this month.

The new extended start time feature, which may be requested by a facility operator and agreed to by an excavator, has been discussed at all DP meetings. The 48 hour default (excluding Saturdays, Sundays and holidays) is being removed on all ITIC tickets. The excavator will now specify the start time and may give facility operators more than 2 days to provide locate marks or advise the dig area is clear. GSOC will begin tracking use of the extended start time feature to determine its impact, how it is being used and whether changes to the program are advisable.

Barb Cederberg then briefly mentioned 2 pilot projects underway. GSOC is working with CenterPoint Energy and excavators regarding significant fiber optic build projects to help make sure contractors and subcontractors are following sound damage prevention practices. GSOC is also partnering with Minnesota Power for further outreach to significant private facility operators.

Major awareness events this year will include the State Fair, Big Iron, Farm Fest and media campaigns with KFAN radio station and affiliates and the Star Tribune, which provides media coverage throughout the State.

Dave Hunstad summarized the meeting and asked Dean Parker to recap the current status of the proposed change in the One Call Law, Minnesota Statutes Chapter 216D, which would be made pursuant to the revised bill HS2719/SF3441. Dean Parker noted the bill has substantially evolved over the past 3 months and is continuing to evolve. In response to previous requests by various excavators at the August MS216D Stakeholder's meeting sponsored by MnOps, and as a result of feedback received from the GSOC User's Advisory group, GSOC has begun to collect pre-contact phone numbers from each facility operator to make available to the excavator on the excavator's ticket confirmation. Currently, GSOC expects to have a contact number for damages, a contact number for questions on marks in the field and a general customer service contact number for the facility operator. The new statute in its latest form requires that each facility operator furnish a number for emergency response to damage on a 24/7 basis. A number of representatives from both excavators and facility operators have testified before various legislative committees of the Minnesota House and Senate. If legislation is passed, GSOC will

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then determine whether it needs to alter its data collection of contact information to conform to any statutory requirement. Several Board members noted the desire to get more excavators to show interest and give direction to the Chapter 216D Stakeholders groups which were meeting on the contact information issue.

## **MnOps Update**

Jon Wolgram then noted that MnOps expected to hold another 216D Stakeholders meeting that would deal with the single issue of contact information. He also indicated that MnOps was building a new internal database for contact information for damage prevention and investigation. He then recapped plans for the locate rodeo and thanked the Board members for their support with the reinstated rodeo. He noted that Deputy Commissioner of the Department of Public Safety, Bob Hawkins, intended to attend the rodeo today and that the Commissioner of Public Safety, Mona Doman, expected to address the plenary session of the conference tomorrow.

## **OCC Report**

Kimberly Boyd then summarized certain operations plans noting that the user interface redesign is in the testing phase now. The redesign is expected to make the user interface even more intuitive and easy to use. The extended start time feature is also going through quality control testing and is expected to be ready in 4-6 weeks.

During the winter, the notification center undertook an ITIC analysis to improve quality and reduce callbacks. OCC is also working on improving auto generated marking instructions. Pilot programs are currently being implemented in several other states and Minnesota is monitoring progress.

There have been 167 map updates so far this year involving 17 counties, another 263 are pending. Data administrators must approve before changes become live on the system.

The notification center has established a goal for online submitted tickets to constitute 74% of the total tickets this year. For 2017, the final tally was 71%.

The notification center is in final preparations for the 2018 busy season. Staffing and schedules have been adjusted. A new simulator is assisting the process of planning for appropriate capacity and the notification center is now tracking CSR staffing by experience as well as numbers, understanding that a more experienced CSR is typically able to process tickets more quickly.



Additional training has been conducted this year. In a change of pace, Center Point Energy has provided some guest speakers from the field. Having these people speak about what they feel is important in a ticket has really resonated with the CSRs and has been felt to be quite helpful.

An extra group of special CSRs assigned solely to review online submitted tickets is expected to speed the review times this year.

## **Finance Committee Update**

Tom Hoffman addressed the Board and noted that the cost adjustment credit had been issued at the beginning of 2018 and has not yet been totally absorbed due to the reduced ticket volume this year. He also noted that GSOC had an accounting audit performed this year. The accountants expected to issue their opinions and certifications shortly and have advised the Finance Committee they are pleased with GSOC's internal controls. Finally, he noted that financial performance was slightly better than expected in 2017 primarily due to an increase in ticket counts and slightly reduced expenses.

## **Adjournment**

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 11:10 a.m.

Respectfully submitted,

Dean E. Parker  
Recording Secretary

## **Next Meeting Dates:**

August 15, 2018  
November 14, 2018  
January 9, 2019  
April 8, 2019