



DRAFT
BOARD OF DIRECTORS MEETING
OPEN SESSION
August 15, 2017

Members Present:

Alicia Berger	Dan Munthe
Jodi Corrow	Keith Novy
Chris Fry	Ray Starr
Tom Hoffman	Joe Thill
Dave Hunstad, Chair	Patrick Warden
Adam Kramer	Ward Westphal
Phil Lesnar	

Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP
Kevin Moore, Hinshaw & Culbertson LLP (for closed session)

Guests (for open session):

Jeff Law, KorTerra
Mike Mendiola, MnOps

Guests (for One Call Concepts (“OCC”) presentation and open session):

Dan Florenzo, President, OCC
Vincent Lacey, Director of Information Technology, OCC
Ed Weiss, Director of Systems Division, OCC
Adam Franco, Director of Operations, OCC
Kimberly Boyd, General Manager Minnesota, OCC

On August 15, 2017 at 9:00 a.m. at the Gopher State One Call offices, 1110 Centre Pointe Curve, Suite 100, Mendota Heights, Minnesota, 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 meeting commenced in open session.

Chair’s Report

Dave Hunstad welcomed all in attendance and noted the particularly strong participation from the Board. He also noted the Board’s appreciation for the effort set forth by Estelle Hickman and Barbara Cederberg for arranging the annual Board social event. He then previewed



the meeting. He also noted that he and Vice Chair Keith Novy met with Mark Magney, President of the Minnesota Utility Contractors Association (MUCA) and addressed questions that MUCA had concerning GSOC's governance and other matters. Dave's impression was that MUCA was satisfied with the responses and now understands the GSOC Board Election process (which is available to the public on the GSOC website). He noted that Mr. Magney and other MUCA members were invited to attend this GSOC Board meeting.

Approval of Board Minutes

Upon motion made and duly seconded, the Board approved the Board meeting minutes for the April 17, 2017 Board meeting. Dave Hunstad directed that the open session minutes which have been previously placed on the website in draft form be declared final.

Legislative Report

Dean Parker summarized the legislative report furnished by consultant Gary Thaden. The State budget has been enacted and there was a substantial appropriation of \$1.1B for capital assets over the next two years which will help fund substantial construction. A significant transportation bill passed and the legislature and governor came to an agreement which appropriated monies to fund the Minnesota Office of Pipeline Safety which virtually satisfied all of the Governor's request for funding that office.

Two bills of note were introduced and await action next year. HF2719 (Representative Miller) proposed by MUCA outside of the Chapter 216D Stakeholders Meeting process. SF2376/HR2637 (Senator Dibble, Representative Hansen) sets up a system for pipeline abandonment which would require removal of the abandoned property unless the land owner agreed it could be left in place. It would also require an abandonment plan which would require at least one public hearing. This would apply to pipeline operators but not other infrastructure.

Board Engagement; Board Industry Support

Dave Hunstad noted the continued desire to encourage Board engagement with the industry on a national basis. He expressed his appreciation for Board members Jodi Corrow and Pat Warden volunteering to attend One Call Concepts upcoming Users Group meeting in September. He also noted that GSOC would like to be strongly represented at the national CGA conference in March. He also thanked Keith Novy, Dan Munthe, Phil Lesnar, Adam Kramer and Pat Warden for participating in the new Board Member orientation session and welcomed Jodi Corrow and Ward Westphal to the Board.

The Board discussed the possibility of issuing invitations to specific trade associations to encourage more public attendance at GSOC Board open sessions. Several Board members

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expressed concern over unintentionally excluding trade associations. The Board concluded an announcement should be placed in the CGA newsletter as well as on the GSOC website encouraging anyone to attend open sessions.

Dan Munthe led a discussion reminding everyone of the importance of the customer service representative (CSR) and the critical role they play in enhancing damage prevention and public safety. He suggested the Board members become personally involved in an appreciation effort this year. A discussion followed with a number of possibilities considered. Keith Novy brought locators to the call center during the winter months to teach CSRs about the utility locating side of the industry and what was important to locators in the instructions and notices they receive from the notification center. After substantial discussion, the Board requested Kim Boyd, General Manager of the notification center to advise of a date during customer appreciation week in October when Board members would attend and demonstrate appreciation for the important work performed throughout the year by the CSRs.

Mike Mendiola confirmed that the Minnesota Office of Pipeline Safety (MnOps) is willing to integrate a locators rodeo into the activities surrounding its spring safety conference if it can count on GSOC and the industry to support the rodeo. The rodeo is a way to encourage professionalism and honor the best locators in the industry.

Dan Munthe estimates probably somewhere in the area of 30 volunteers are needed for the rodeo. Alicia Berger noted that GSOC could offer the prizes for the winners. The possibility of subsidizing or offering some locator training for free was also discussed. Barb Cederberg and Estelle Hickman were tasked with following up with MnOps and Dan Munthe to determine the precise role for GSOC and to encourage participation and support from the industry.

Website Redesign

Taylor Jones of OCC's creative division conducted a presentation demonstrating aspects of the new GSOC website redesign scheduled for deployment in September. The goals were to reorganize the site so it could be more easily navigated by new users and to make it more user friendly. Text is being simplified with colors and images all designed to streamline use of the site. She advised there will be no automatic downloads of information to users computers.

Since most of the website users are coming to submit or search for a ticket, the 'My Ticket' section will be more prominent. There will be a resource page for training videos and educational matters as well as a specialized homeowner page. A list of excavator and facility operators are being removed as it is believed they were not up to date and difficult to keep current. Finally, she noted that the search feature is being removed, consistent with current website design practice. Web site industry research has shown that the search features are not working well enough for the users.



COO Report

Barb Cederberg gave an overview of notification center performance. As a whole, tickets are up about 4.4% this year. 70% of excavation tickets are now submitted over the web. This is significant growth from last year at this time. Keith Novy noted there is an increase in fiber optic installations which is contributing to the increase in tickets. Barb also advised that homeowner tickets submissions over the web have now reached 27% of the total homeowner tickets. This is the highest level ever. Additional Board discussion took place about how to further increase that percentage.

The Users Advisory Group met in June and July. In general, there were no call center operations issues or other user generated topics involving the notification center. GSOC is bringing forth topics for User Group feedback. Some have noted that not enough excavators are marking their excavation area with white paint or stakes. The Users Group will review the 2017 user survey results and the analysis of gas damages reported to MnOps. The next meeting of the Users Advisory Group will be September 28. Any GSOC stakeholders with topics they want the Advisory Group to consider should contact Barb Cederberg.

Barb Cederberg then discussed the pilot project for web based submission of emergency tickets. A process was utilized to select qualified facility operators. Jodi Corrow commented that some of her company's personnel was involved. The training was much more rigorous than anticipated. It was an eye opener for the ticket submitters and really made them appreciate what goes on in the notification center.

The first few persons affiliated with qualified utilities have now been approved for online emergency ticket submission and the first web based emergency tickets have been submitted. Various Board members commented favorably that the pilot project should be gradually expanded. Utilities interested in web based submission of emergency tickets should contact Barb Cederberg for further information.

She also reminded the Board that the safety buffer adjustments made last Spring which were made possible by the new technology appear to have taken effect. She believes there has been no adverse impact on safety, but that there are hardly any over notification complaints from users this year. She also mentioned that OCC continues to study the business rule which requires ticket splits at all municipal and local governmental boundary lines.

PR Review

Estelle Hickman addressed the Board and covered a summary of the second quarter and third quarter PR efforts. GSOC hosted a public awareness event at Hmongtown Marketplace in St. Paul. GSOC has established a partnership with the marketplace to continue outreach to this

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cultural community. The effort received national recognition in Damage Prevention Magazine. GSOC personnel has also been involved in the Chapter 216D stakeholder meetings, the 811 planning and sponsorship, hosting Staking University, attending utility coordinating committee meetings as well as Farm Fest. In response to Board request, Estelle Hickman will look into making a safety presentation on the main stage next year.

She also noted upcoming in Benson including an additional Chapter 216D stakeholders meeting, the Minnesota State Fair as well the Big Iron event in West Fargo North Dakota where GSOC will be partnering with North Dakota One Call. She noted this nationally known show is well attended, particularly by farmers from western Minnesota.

She also reviewed the iHeart media campaign which utilized KFAN as well as sister stations throughout the state. Anecdotally, there has been substantial reaction to the campaign which included visibility on the KFAN website homepage.

She also indicated the StarTribune campaign continued this year and generated more than 1.3 million impressions with ads strategically placed in the StarTribune as well other online publications. GSOC used geo fencing for the Minneapolis Home and Garden Show this year. This technique targets smart phones in the immediate area where users encourage notifications and advises them to visit the GSOC booth for further information. This technique was also used at Farm Fest this year. GSOC intends to use it at the Big Iron show as well as the State Fair. GSOC also has an advertisement in the StarTribune Fair Guide this year.

The State Fair begins soon and Estelle Hickman issued a request for volunteers to staff the GSOC booth. A number of Board members indicated an interest.

OCC Report

Kim Boyd then advised the Board on various aspects of call center performance. May, with over 112,000 tickets and June, with over 106,000 tickets, appear to be the busiest months ever for the notification center. According to her analysis of the May record setting volumes, no one group stood out as being responsible for the increase. Some fiber companies in greater Minnesota had remarkable increases but otherwise users across the Board experienced increases.

Web based ticket submission is up significantly for the year and continues to be up a material portion even through the summer months.

Homeowner volume has continued to increase as awareness has increased. It is up to 12% of total tickets this year (increased from 10% in 2016) and was as high as 15.9% during May. A Board discussion ensued strategies for further increasing web based tickets submission by homeowners. Inserts in power company mailings, municipal notices and continuing to increase

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public awareness efforts were all mentioned by Board members. Kim noted that having a greater proportion of homeowner's submit tickets online would have an additional benefit as the average call duration for homeowners is about 50 seconds longer than professional contractors. She reminded everyone that the CSR staff is coached for quality, not speed, so the calls tend to take a little longer for occasional users of the system. Average review time for web submitted tickets is just over 14 minutes.

She then reviewed certain system updates and user survey responses. Some users have noted that notification center maps are not up to date, particularly where there are areas under rapid growth and development. In response, a new GIS person has been hired in OCC's systems division and will look at short term and long term responses so that maps are more quickly updated. In the meantime, users who notice map areas that require updating are encouraged to contact the GSOC helpdesk or iMap personnel to advise of the issue.

Kim Boyd indicated that the facility operator outreach project to verify contact information continues. Keith Novy noted that CenterPoint is receiving too many locate call requests on its emergency line. Facility operators are advised to make sure that contact information is provided to the call center specifying which numbers and emails are to be used for what purpose.

Kim further noted that there have been over 4,000 map updates in 54 counties this year. The notification center had established a goal of reaching 71% online submitted tickets for 2017. They are contacting top volume callers about utilizing the ITIC system. The callback project to correct defective tickets has been successful in reducing the proportion of callbacks last year from around 11% to between 6-7% this year. They continue to look for trends and are providing additional training and education during the calls to improve future ticket submissions. She noted that 100% of new web tickets are still being reviewed at the notification center pursuant to GSOC request to assure quality during the transition.

ITIC webinars continue to be held every Wednesday and can be scheduled at other times for user convenience.

MnOps Update

Mike Mendiola of MnOps provided an historical analysis of utility damages. Damages appear down significantly, however volunteering reporting of damages by utilities is down as well so conclusions should be carefully assessed. There are some electric utilities and some others reporting as well as the pipeline operators. MnOps collects data on utility damage counts in 2 ways; counts reported to the duty officer and reporting from facility operators. All of the charts and analyses are available on the MnOps website.



A Board discussion took place regarding, the two-foot tolerance zone for horizontal location. There is technically no limit on the tolerance zone vertically (failure to maintain clearance with the excavating tool would be a violation in any event). It was noted that some excavators would like a transfer of vertical information, but that facility operators are currently not required to furnish that information and many do not do so due to concerns of liability. This will likely be a topic of further industry discussion.

In response to questions, Mike Mendiola stated that in the course of investigations by MnOps, they tend to look at:

1. Was there an effort to keep the public safe?
2. Was there an effort to minimize damages?

These matters are considered in connection with determining whether to issue a violation notice as well as assessing the amount of the fine.

He provided an overview of the 216D Stakeholder review process and covered the potential change in the excavation definition which would include stakes, posts and pins if driven 12 inches or deeper, even if by hand. The new definition would exclude vacuum excavation as long as conducted in accordance with best practices. He also noted that a two (2) full business day time period (not including the day of notification) was being considered. Boundary survey tickets were also subject of discussion. The Department of Public Safety's legislative liaisons have advised that the State Legislature will not be ready to receive draft bills until October but that date is rapidly approaching.

Finally, he discussed proposed HF2719 which has been proposed by the Minnesota Utility Contractors Association. Anyone is free to go to their legislator and propose legislation for discussion. He intends to discuss HF2719 at the next MnOps Stakeholders meeting to take place in St. Cloud on August 22.

The meeting then recessed and resumed in closed session.

Adjournment

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 4:08 p.m.

Respectfully submitted,

Dean E. Parker
Recording Secretary

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Next Meeting Dates:

November 15, 2017

January 10, 2018

April [____], 2018

August [____], 2018

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