



## BOARD OF DIRECTORS MEETING April 8, 2019

### Members Present:

Chris Fry	Keith Novy
Tom Hoffman	Ray Starr
Dave Hunstad, Chair	Patrick Warden
Adam Kramer	Bruce West
Dan Munthe	Ward Westphal

### Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP

### Guests (for open session):

Barbara Cederberg, Chief Operations Officer, GSOC  
Olivia Jensen, Marketing and Public Awareness Specialist, GSOC

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On April 8, 2019 at 10:00 a.m. at the Breezy Point Resort, Breezy Point, Minnesota, in conjunction with the Minnesota Office of Pipeline Safety 2019 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.

### **Chair's Report**

Dave Hunstad opened the meeting by thanking Board members for supporting the Minnesota Office of Pipeline Safety (MnOPS) Educational Conference as well as the MnOPS Locate Rodeo to be held this afternoon. GSOC is supporting the Rodeo to help recognize and support professionalism among locators.

He also introduced GSOC's new marketing specialist, Olivia Jensen. Adam Kramer announced he was retiring and would be leaving the Board after this meeting. The Board noted its appreciation for his many years of service.

Dave Hunstad noted this would be an abbreviated meeting to allow Board members to attend and volunteer in support of the Locate Rodeo. GSOC is sponsoring a luncheon in honor of the contestants and is furnishing a prize to recognize the winner. Bruce West noted his appreciation for the industry's support of the Locate Rodeo and the drive to recognize excellence



in the locate industry. He reported that a full slate of 15 contestants is registered for this year's competition.

Dave Hunstad thanked Dan Munthe for agreeing to serve as master judge and Pat Warden, as an event judge, as well as a number of others who were event volunteers. He also expressed thanks to Board members who again volunteered on behalf of GSOC at the Minneapolis Home and Garden Show and noted appreciation to those members who attended the educational sessions at OCC's Northern Midwest Users Group Meeting in January in Bloomington, Minnesota. He noted with interest some of the new technologies utilizing augmented reality, which may have future use in the industry. He encouraged others to attend in the future.

Finally, he thanked Alicia Berger, Jodi Corrow, Chris Fry, Keith Novy and Ward Westphal for attending this year's National CGA Conference and assisting the Board to engage with the rest of the damage prevention industry on a national level. Keith Novy noted that the Best Practices Committee discussed abandoned facilities. Chris Fry found the summit on asset protection useful. Ward Westphal noted the ability to network with industry peers as perhaps the most useful and educational opportunity.

Dan Munthe reminded the Board that the discussion on Board composition has been deferred to the August meeting due to the strategic planning session at the January Board meeting and today's short session. Dan indicated he would furnish the Board listing with industries and attributes and reminded the Board it should consider a broad spectrum of experience, perhaps including IT or contract locate experience. Dave Hunstad reminded the Board that anyone who is not currently serving on one of the Board's committees but would like to do so, should advise him.

## **Approval of Board Minutes**

Upon motion made and duly seconded, the Board approved the Board meeting minutes for the January 9, 2019 Board meeting. Dave Hunstad directed that the open session minutes previously placed on the website in draft form be declared final.

## **MnOPS Update**

Bruce West thanked GSOC for sponsoring the keynote speaker for the MnOPS Pipeline Safety Educational Conference as well as providing support for the Locate Rodeo. He noted several new personnel additions at MnOPS including Keita Nelson as Administrative Supervisor and Estelle Hickman, moving over from GSOC to become an engineer at MnOPS. He noted that John Harrington, the new Commissioner for the Department of Public Safety, has a broad police background and has indicated his top goal is to have MNLARS operating as it should. Bruce

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West also indicated that there would be a realignment of divisions with certain hazardous materials units now being under the direction of the State Fire Marshall. Finally, he thanked Board members for their interest and input and indicated that MNCAER meetings were now much improved, providing firefighters with additional education/training with respect to pipelines.

## **COO Report**

Barbara Cederberg advised the Board that ticket volumes were down roughly a 0.5% for the full year 2018 over the previous year. However, there were about 86,000 update tickets, an increase. Many dealt with large areas requiring repeated locates which were probably not necessary and a waste of locating resources. Her user's group discussed the issue of large area tickets. GSOC is developing a handout card suitable for the field to explain appropriate use of meet tickets. MUCA and Sam Richert have agreed to collaborate on a video discussing the topic as well.

Barb advised that the total number of tickets in Greater Minnesota continues to slightly exceed those in the Twin Cities Metro area. Homeowners statewide constitute about 9.9% of the tickets.

The facility operators information project is virtually complete. All but approximately 55 of the over 1,400 facility operators in the state have responded to the request for additional telephone numbers so that a damage report number, a number for questions on the marks and a number for general customer service can be provided on the tickets. Phone numbers for questions on the marks are now available on tickets representing 99.8% of last year's notification volume.

## **Outreach and Public Awareness Review**

Olivia Jensen reminded the Board that GSOC is experimenting with a new partnership with All Over media which will bring the 811 safety message to a number of markets in Greater Minnesota this year. The message will be on the sidewall of box trucks which will travel in a number of selected markets. She also reviewed the existing internet and radio media efforts with the Star Tribune and iHeart media as well as the experimental sponsorship with Minnesota United Soccer Team. GSOC has also commenced a relationship with Linder Farm Network to broadcast the Call Before You Dig safety message over the noon hour Ag report. Olivia will coordinate publicity for this year's 811 Run. Volunteers and support are needed.



## OCC Report

Kimberly Boyd gave an overview of preparations at the notification center for the upcoming busy season. A guest speaker came in from Xcel Energy. This outside viewpoint was very effective in helping the customer service representatives (CSRs) understand how their work integrated in to the entire underground damage prevention effort and how the CSRs work was looked at from the “other side” of the phone. More sophisticated efforts have been employed to create staffing schedules this year including use of a simulator program. The 6<sup>th</sup> training class starts today. The notification also trained a class of ITIC only reviewers in mid-March in order to help make ITIC review times more consistent.

The notification center engaged in excavator training and an outreach project over the winter months to make sure excavators were aware of the advantages of online submission of tickets and are able to use the ITIC software effectively. The notification center finished the month of March with a 2.7% increase in tickets. Ticket counts were behind the whole month due to winter weather but volumes increased substantially in the last week.

Barbara Cederberg noted the need to discuss and give direction to the industry regarding proper use of the notification center concerning so called “snow removal tickets”. Currently, there seems to be a strong difference of opinion as to whether requests for locate, particularly for above ground facilities, should be called in to the notification center. Barb will arrange to discuss this with the User’s Group this year to determine whether consensus may be reached.

Kimberly Boyd mentioned that both homeowner ticket volumes and the percentage of homeowner online ticket submissions are up. Average call durations are longer at the moment, which is typical for this time of year. Call durations decrease as the average experience of the CSRs increases throughout the busy season and users become more experienced as well. Homeowner calls typically take about twice as long as those received from experienced contractors.

The notification center received approximately 5,000 GIS map updates during the last 3 months. Kim reminded the Board that the extended start time request feature is now operational. So far, Xcel Energy and Century Link appear to be the most significant users of this new feature.

Multiple groups are beginning to test the new user interface (UX/UI) for online ticket submission. The notification center will test the new user experience with a third group in order to get some significant volume and user feedback before a mass rollout of the new visual format. Users will have an option to use the existing format or the new format.



## **Finance Committee Update**

Tom Hoffman gave a brief financial summary. Overall notification center operations for 2018 operated a slightly lower loss than projected. Revenue was less than projected. Projected ticket volume increases did not materialize. However, actual expenses were also less than projected. A modest operating loss is projected for 2019 which will be covered by reserves.

## **Adjournment**

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 11:15 a.m.

Respectfully submitted,

Dean E. Parker  
Recording Secretary

## **Next Meeting Dates:**

August 14, 2019  
November 13, 2019  
January 8, 2020  
April [ ], 2020 (to coincide with MnOPS Pipeline Safety Conference)