



**OPEN SESSION
MEETING MINUTES
BOARD OF DIRECTORS MEETING
April 11, 2016**

Members Present:

Alicia Berger	Dan Munthe
Chris Fry	Keith Novy
Tom Hoffman	Dan Schroeder
Dave Hunstad	Ray Starr
Adam Kramer	Dan Tonder
Phil Lesnar	Bruce West

Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP

GSOC Officer present:

Barbara M. Cederberg, Chief Operations Officer

Guests:

Jeff Law, KorTerra
Dan Florenzo, President, OCC
Adam Franco, Director of Operations, OCC
Kimberly Boyd, General Manager Minnesota, OCC

OCC Report

Ms. Boyd addressed the Board. She noted a 7.88 percent ticket volume increase and noted that ITIC volumes would be roughly 72 percent if reprocess items were included. Average speed of answer (“ASA”) times have been good; average call duration has been a little longer in March at almost nine minutes. That increase is due to having many more new CSRs and is expected to go down as they gain experience. The Foresight Advantage forecast for the year was a ticket increase of about 2.4 percent which appears may be low. OCC believes a significant increase in the first quarter is due to the mild weather and should level out somewhat over the course of the year. Ms. Boyd then recapped some of the changes made based upon user feedback including limiting a positive response email to a single email at the start date/time, changing the subject line and header for a cancelled ticket so that a recipient can see it is a cancellation before opening and adding an expiration date to the excavator copy of the ticket.



In recapping survey results, Ms. Boyd noted there was about a 50/50 split as to those who like the auto populated instructions while they were in effect and noticed who did not (they have currently been deactivated). A concern was also noted that maps have not necessarily been updated in new growth areas. OCC will develop a strategy for adding new areas more quickly once they are advised of them. She also noted a review of helpdesk questions and indicated that ITIC process questions tended to revolve around log-ins, establishing profiles, the new map first workflow and utilizing new mapping tools. ITIC training has been conducted statewide at various damage preventions meetings and over 2,400 people have been trained to date.

The homeowner locate request is operational and 267 tickets have been entered since April 5. There was some discussion of the homeowner locate request process which directs an email back to the homeowner and has them log-in for a second time through the email link to confirm that GSOC has the proper email address to contact the homeowner. Some concern was noted by a Board member as to whether this extra step would discourage a homeowner. The simplified homeowner locate request will offer some hover help if a cursor is placed over a field and if the white markings box is checked “no”, a notice comes up advising of the legal requirement. The confirming email will provide links back to facility codes, colors and a message on private facilities on GSOC’s website.

PR Report

Estelle Richards then addressed the Board and highlighted the first and second quarter communication activities. Many events were attended including the Northern Green Expo, several MNDOT meetings, and an agricultural expo. More MNDOT meetings are scheduled in the second quarter. Barb Cederberg will participate in a multistate telephone industry conference in Fargo, North Dakota and will participate in a panel on call centers. GSOC will also have representatives at Farm Fest, the state fair, Day of the Dozer and the Big Iron Expo. GSOC will partner with North Dakota One Call in the latter event. Twenty-eight DP meetings have been held so out of 35 total. Additional ITIC meetings continue to be held around the state.

This year GSOC is highlighting the shared responsibility of all stakeholders in underground damage prevention. The 2014 Dirt Report notes that 26 percent of the damages were as a result of no notification made and 50 percent were due to unsound excavation practices, so the job is not done with a call, but proper field technique must be utilized as well. Other points discussed at DP meetings are a review of ticket types and the responsibilities with respect to each, a reminder of the requirement of white markings and a reminder to be alert for private facilities.

GSOC will conduct a pilot program increasing visibility with the Star Tribune this year. It is a broad based ad campaign including section flags in the home section of the Tribune and utilization of Facebook and other sites such as CNN.com. The campaign uses another number of sophisticated techniques such as animation and has sophisticated analytics allowing reports back



to GSOC showing who has viewed an ad and then Googled and gone to the GSOC website later. GSOC will use Geo Fencing for the first time at the state fair, Farm Fest and Big Iron through this Star Tribute campaign. If someone has a mobile device within five miles and has made their location available, a banner pops up to target them and alert them to stop into the GSOC booth. This is new technology for the Star Tribune as well and is considered a leading-edge technique to garner awareness.

MnOps Update

Bruce West then gave a short update, noting that PHMSA is expected to meet with MnOps in May. He also noted that MnOps conference attendance was slightly down but still good and thanked everyone for their interest.

CGA Conference

Keith Novy, Chris Fry, Dan Munthe and Alicia Berger then offered their thoughts on the national CGA conference. There are a wide variety of programs ranging from leading edge excavation techniques to PHMSA developments to Board governance best practices. Attendance by Board members was agreed to be very worthwhile, particularly for the networking opportunities it presented with out of state CGA members.

Adjournment

There being no further business coming before the Board, the meeting was adjourned at approximately 4:00 p.m.

Respectfully submitted,

Dean E. Parker
Recording Secretary

Next Meeting Dates:

August 17, 2016
November 16, 2016
January 11, 2017