



## OPEN SESSION MEETING MINUTES BOARD OF DIRECTORS MEETING November 16, 2016

### Members Present:

Alicia Berger	Ray Starr
Tom Hoffman	Joe Thill
Dave Hunsted	Dan Tonder
Adam Kramer	Patrick Warden
Keith Novy	Bruce West
Dan Schroeder	

### Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP

### GSOC personnel present (except for Governance and Finance sections of meeting):

Barbara M. Cederberg, Chief Operations Officer  
Estelle Richard. GSOC

### Guests:

Dan Florenzo, President, OCC  
Adam Franco, Director of Operations, OCC  
Kimberly Boyd, General Manager Minnesota, OCC  
Tammy Gardner, Office Manager, OCC

### **Pilot Project: Significant End User Outreach**

Dan Tonder presented Minnesota Power's pilot project with GSOC to outreach to significant operators of what are traditionally thought of as private facilities. These situations came to his attention as the result of a significant outage at the Duluth Entertainment and Convention Center (DECC) the previous fall. In conjunction with Minnesota Power, GSOC performed an analysis of how many tickets DECC would have received had it been registered for the year. GSOC participated in a discussion with DECC's facility management people to educate them about Minnesota Chapter 216D and the requirement of registration as a facility operator if the owner was a unit of local government or if part of the facilities owned were located in the right of way. These discussions were held after preliminary meetings with MnOps to confirm MnOps interpretation of the statute and rules.



Dan Tonder noted the favorable response in the two outreach meetings conducted so far from both DECC and the Miller Hill Mall in Duluth, Minnesota. This prompted a further discussion by the Board with a consensus that the pilot program should be continued by GSOC in conjunction with interested utilities. It was generally felt that individual outreach would be much more effective than mailings or mass notices. Dan Tonder also wondered whether a Chapter 216D amendment should be considered at some point.

## **OCC Performance Report**

Kim Boyd then addressed the Board. Through October, there is approximately a 2.78% increase in tickets from 2015. Web based submission is at 66.04% which is down slightly from last year. However, a lot of training has been done this year and ITIC use will be promoted by OCC in 2017. She also feels that the improvements in UX/UI will make ITIC NextGen more easily utilized by the occasional user.

She noted that year to date outbound notification ratio continues to be down slightly from last year. She believes this is a result of improved accuracy of the NextGen system.

She also noted that homeowner volume is about 10% of the overall total and that approximately 25% of homeowner users are ITIC users. The call center continues to perform very well as ASA's are quite low. The average call time is about 7.2 minutes. The average ITIC review time is approximately 17 minutes, which is increased somewhat due to a reallocation of resources to the call outreach project to improve UX/UI. However, this project should pay long term benefits. Monthly quality reports are being furnished to Barb Cederberg to review along with other data.

Multiple ongoing projects include working with ticket management companies, facility operators and locators to refine maps. The call center is also reaching out to facility operators in groups of 25 to verify and update contact information. Facility operators covering about 80% of ticket volume have been verified so far. She also noted that approximately 20,000 GIS map updates have been made from 67 counties year to date. In Dakota County, for example, updates every few weeks so OCC reaches out periodically for those updates to integrate into OCC's maps.

Districts which are offline are expected to be updated over the winter. ITIC webinars continue to be held every Wednesday and Kim noted that Jolina is available to come to offices around the state or conduct webinars any day upon request. The notification center recently recognized customer service appreciation week for its staff, that the staff also has held a backpack drive and food drive for Second Harvest as part of its ongoing team building efforts and intends to hold a toy drive in December.



OCC intends to sponsor a regional users group meeting for Iowa, North Dakota and Minnesota to be held February 2 and 3 at the Hilton Mall of America Hotel in Bloomington, Minnesota. Tentatively, all facility operators will be invited to attend.

## **PR Report**

Estelle Richard addressed the Board. GSOC participated in a variety of public outreach communication activities during the second and third quarters of the year. The Minnesota State Fair had record attendance, over 9,000 yardsticks were given out to consumer users with thousands visiting the GSOC booth to hear the safety messages. GSOC was also active at the Big Iron Farm Show in West Fargo, North Dakota, which was well attended by Western Minnesotans. Other events included the American Waterworks Association, Minnesota Chapter Conference in Duluth, Minnesota, the National CGA Educational Programs Committee Meeting in Mesa, Arizona and the Minnesota 216D Stakeholder Review Meeting in Blaine, Minnesota.

Upcoming events include the Association of Minnesota Counties Meeting in Minneapolis, the Minnesota Ag Expo in Mankato, and the OCC Midwest Users Conference in Bloomington. Ms. Richard noted the significant support GSOC continues to provide for the Minnesota CGA. GSOC produces a bimonthly electronic newsletter for MnCGA (the Forum), co-sponsored the Day of the Dozers in Elk River, Minnesota and participated in Operation Warm Coat handouts at schools.

She also noted a summary of the StarTribune statewide media campaign this year. Mobile geofencing was utilized 3 times. She was pleased with the initial response and will be looking to utilize the technique again next year to help spread GSOC's safety message. She believes there is room for the StarTribune to grow awareness in the agricultural target market. Nearly all StarTribune viewers that were directed to the website had never visited the GSOC website before (at least with that mobile device). There are opportunities in 2017 to target non-English speakers with translated messaging which may be explored, particularly for the Hispanic and Hmong communities. Finally, it was noted that GSOC will conduct a coordinated messaging campaign with Xcel and CenterPoint this upcoming year as a pilot project.



## Adjournment

There being no further business coming before the Board, the meeting was adjourned at approximately 2:50 p.m.

Respectfully submitted,

Dean E. Parker  
Recording Secretary

## Next Meeting Dates:

January 11, 2017  
April 17, 2017  
August 15, 2017 (Note: date change)  
November 15, 2017