



MINUTES BOARD OF DIRECTORS MEETING June 2, 2021

Members Present:

Chris Fry	Mark Sellin
Tom Hoffman	Ray Starr
Dave Hunstad, Chair	Joe Thill
Phil Lesnar	Ben Wallace
Dan Munthe	Patrick Warden
Keith Novy	Ward Westphal
Sam Richert	

Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP
Kevin J. Moore, Hinshaw & Culbertson, LLP

Guests:

Tammy Gardner, General Manager, Minnesota, OCC
Kimberly Boyd, Customer Relationship Manager, OCC
Adam Franco, Director of Operations, OCC
Barbara Cederberg, Chief Operations Officer, GSOC
Olivia Phillips, Marketing and Public Awareness Specialist, GSOC
Jon Wolfgram, MnOps

On June 2, 2021 at 9:00 a.m. by Zoom videoconference, 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. Kevin Moore was asked to act as recording secretary.

Chair's Report; Approval of Minutes

Dave Hunstad welcomed the Board. Upon motion made and duly seconded, the Summary Minutes for the May 5, 2021 meeting and minutes were approved. Dave Hunstad requested they be deemed final and be posted to the GSOC website.



No Legislative Report for this Meeting

COO Report

Barb Cederberg advised that ticket volumes have increased about 3% year to date as of the end of May. The notification center has been able to meet the higher demand and there have been fewer high peak days this season. Barb asked for discussion on some of the initiatives GSOC has been stressing, including in particular a requirement of describing the remaining work area in the remarks section when a 2nd update for extend life is requested on a Ticket. This did generate discussion by the Board and one of the points was that there isn't as much standardization / consistency as maybe there could be with Meet Tickets. Consensus was that Meet Tickets were still fairly novel, and they have been effective when utilized correctly, but it will take time for all parties to become more comfortable with Meet Tickets.

MNOPS Report

Jon Wolfgram reports that MNOPS is encouraging stakeholders to resolve 216D issues prior to contacting MNOPS. Jon reports that MNOPS has 2 new Damage Prevention Investigators who will begin during mid June. MNOPS will continue its focus on white markings by excavators and on the timeliness and accuracy of locates provided by utilities.

PR/Awareness Update- Request for State Fair volunteers

Olivia Phillips advised the Board that the State Fair will likely be going forward in some fashion but there may be significant changes, such as reservations to control flow in attendance if the pandemic has not ended. She is looking for volunteers to help staff the GSOC booth. She also discussed various promotions and some events that will be deferred until later in the season.

OCC Report

Tammy Gardner explained that no customer service representatives training classes needed to be cancelled this year as the notification center ramped up for the busy season. Six call taking classes have been completed as well as 1 electronic ticket review class. A total of 98 customer service agents are now on staff.

She briefly reviewed ticket volumes. April was over 100,000 tickets again this year. She also showed the Board a chart noting comparisons of daily volume. Cooperation from the excavation community has begun to slightly smooth out the peak pace of activity on Mondays, but



Monday, Wednesday and Thursday are still the busiest days for the notification center. Both homeowner and professional excavator ticket volumes increased this April over last year. 63% of homeowners continue to utilize ITIC online ticket submission in April. This is allowing for more efficient service to the whole industry as homeowner telephone calls take significant time to process.

There are now 7 users from 6 different companies approved for direct release of online submitted tickets. A strong approval and quality control process remains in place for approval of a user for direct release. The notification center is looking for more users to qualify for direct release.

The process improvements mentioned by Barb Cederberg have been put in place for both ITIC and telephone call tickets. If users state they do not white line the excavation area, they are asked for a reason why. Users are also asked an additional question if marking instructions are for simply the entire lot. This is in order to determine if they may safely ask for a smaller area to be marked. A dynamic volume message is put in place for 11 higher population counties during high volume days to request that locators be allowed additional time to mark. Additional instructions must be inserted in order for a more than one request for a relocate (a second update to extend ticket life).

The notification center continues to update its base maps. Over 1,642 map updates from 47 counties have been installed so far this year.

Adam Franco advised that nationally, the ticket volume trend continues to be up. Some urban areas are up over 50% on the East Coast. He sees this as a general increase in excavation activity.

Additional Analytic Data

Dave Hunstad advised the Board that the Finance Committee has been discussing and encouraging additional data be placed on the website that would be available for stakeholders. Discussions with OCC will take place to determine what is realistic to accomplish in a reasonable amount of time. The idea would be to provide some real time or otherwise fairly current data such as ticket volumes over the last 7 days by county with some additional breakout of information. Stakeholders are encouraged to discuss what might be useful with Barbara Cederberg.

Board Discussion

The Board then discussed efforts to aid communications between excavators and locators. The availability of phone numbers and contact information is helping, but lack of white lining still occurs too often.



At the previous Board meeting there had been discussion regarding e-mails from Stephanie Menning, the Executive Director of the Minnesota Utility Contractors Association addressed to the Office of Pipeline Safety with GSOC and several facility operators copied discussing potential changes to Minnesota Statute 2016D and enforcement of the statute. The consensus of the Board was that it was not GSOC's place to be responding to these e-mails as they were addressed to the Office of Pipeline Safety and GSOC does not enforce Minnesota Statute 216D. Barb reported that no response has been given by the Office of Pipeline Safety.

Summary of Board Composition Discussion

Dan Munthe, chair of the vetting committee, discussed the history of Board composition and reviewed current composition with the Board. After discussion the Board concurred that an applicant need not be added to the Board as the area of subject matter expertise was already adequately represented.

Adjournment

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 10:05 a.m.

Respectfully submitted,

Kevin J. Moore
Recording Secretary

Next Meeting Dates:

One Hour Sessions:
September 1, 2021

Additional one hour sessions may be set

Tentative traditional Sessions (subject to cancellation):

November 10, 2021
January 12, 2022

Shorter interim meetings may be set