



**MINUTES**  
**BOARD OF DIRECTORS MEETING**  
**November 12, 2025**

**Members Present:**

Keith Novy, Chair	Jason Ponciano
Ward Westphal, Vice Chair	Sam Richert
Brian Connolly	Mark Sellin
Tom Hoffman	Joe Thill
Dave Hunstad	Ben Wallace
Phil Lesnar	Patrick Warden
Jeff Murray	Jon Wolfgram

**Counsel present:**

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

**Guests of the Board:**

Kelly Connolly, Chief Operations Officer, GSOC  
Olivia Phillips, Marketing Specialist, GSOC  
Adam Franco, Vice President, OCC  
Kimberly Boyd, Customer Relations Manager, OCC  
Tammy Gardner, General Manager, Minnesota, OCC  
Mike Mendiola, Engineer Principal, Minnesota Office of Pipeline Safety

**Public Guests in Attendance:**

Crystal Gorres, CenterPoint Energy  
Blake Pfaffendorf, Carl Bolander & Sons Co.

**Municipal Permitting Panelists:**

Cody Mathisen, City of Hastings  
Curt Anderson, Scott County  
Doug Heidemann, Hennepin County  
Ben Hofschulte, Ramsey County  
John Powell, City of Farmington

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On Wednesday, November 12, 2025, at 9:00 a.m., in person and by videoconference, a meeting of the Board of Directors was called to order by GSOC President, Keith Novy. Roll call was taken and a quorum was determined to be present. Peter Kaiser was asked to act as recording secretary.

## **OPEN SESSION**

### **Chair's Report; Approval of Minutes**

#### *Introductions*

Mr. Novy welcomed the Board and guests to the meeting and commenced the meeting in open session. He thanked the participants for attending and invited the public guests to introduce themselves.

Mr. Novy welcomed the Board's two newest directors, being Mr. Jon Wolfgram from the Minnesota Office of Pipeline Safety, and Mr. Jeff Murray, of Marathon Petroleum. Messrs. Wolfgram and Murray provided brief introductions.

#### *Approval of Minutes*

Upon motion made and duly seconded, meeting minutes for the meeting held on August 13, 2025, were approved. The minutes will be placed on the GSOC website. Upon motion made and duly seconded, meeting minutes for a special meeting of the Board, held on September 30, 2025, were approved.

#### *Upcoming Meetings*

Mr. Novy reminded the Board of dates for the upcoming meetings. The April meeting has not been set, as it normally coincides with the annual MnOPS conference. However, it appears the MnOPS conference will be shifted into fall of 2026. As such, Board Counsel will proceed with setting a date for a regular meeting in April 2026.

An interim meeting will be set for December 17<sup>th</sup> in order to approve the 2026 financial projections. Committee meetings will be separately scheduled.

### **Recap of OCC Users' Group Conference**

Peter Kaiser reported on the recent Users' Group Conference organized by One Call Concepts ("OCC"), the entity that operates GSOC's call center. This conference was attended by a small group of GSOC board members and staff. Mr. Kaiser summarized the content of the conference, highlighted key takeaways, and encouraged other members of the Board to consider attending the 2026 meeting.

### **Summary of Marketing and Education Efforts; Communications and Public Awareness**

Kelly Connolly and Olivia Phillips presented an overview of GSOC's 2025 accomplishments in the areas of marketing, education and public awareness. This presentation included a summary of the organization's recent focus on developing and reviewing a data-driven media plan. The presentation covered the various publication channels used in 2025 and highlighted key advertising media campaigns.

Following the presentation, the Board discussed key differentiators for this year's successful campaigns, and considered options for further improvement. The need for additional and targeted performance metrics was stressed.

### **Call Center Update**

Tammy Gardner presented the call center update on behalf of OCC. This presentation covered current call center staffing trends by OCC, and its recent employee training programs. Additional updates were provided on the success of the call center's remote work program.

Ticket traffic remains flat, but has been ticking upwards over the last four years. Despite relatively flat numbers, however, the GSOC logged the first year ever to have seven or more months with over 100,000 tickets each. Similarly, GSOC experienced its highest year-to-date ITIC usage ever, at 86.1%. The Board reiterated its desire to continue pushing users to adopt online ticket submission.

OCC is working on acquiring new office space in Mendota Heights, and is likely to move during 2026. Under the terms of their current agreement, OCC would continue to be provided dedicated offices and conference room access in the new space.

### **Upcoming Launch of Automated Marking Instructions**

Ms. Gardner presented on the upcoming launch of Automated Marking Instructions ("AMI") within ITIC, the online ticket submission system. As of the Board meeting, the new AMI tools are in the final stage of testing prior to launch. OCC plans to update ITIC and release the new system on November 17<sup>th</sup>, at around 5:00 a.m., before business opens. Ms. Gardner provided the Board with a thorough step plan for launching and testing the new system, along with its staffing plan for the first day.

Ms. Gardner also provided an overview of the webinars and in-person seminars presented in advance of the launch of the AMI tools. In particular, OCC highlighted an on-site training at CenterPoint that was very well received. The Board noted its desire to continue holding tailored trainings for key users whenever GSOC launches new tools or initiatives.

### **Ticket Talk Update**

Ticket Talk remains on track to launch in February 2026. The Board and public guests discussed the status of Ticket Talk and its feature set. This conversation included an overview of the industry's challenges around late/missed locates and lack of stakeholder communication: both issues that Ticket Talk is intended to help address. The usage of electronic positive response was also discussed. Conversation was also held around additional ticket and locate data that may be helpful for GSOC's analysis of where the "pain points" are in the system. OCC offered to assist in providing the Board with additional reports and feedback.

The Board also discussed Ticket Talk's integration with existing ticket management systems and the process for working with providers.

The Ticket Talk system is already online in Iowa. The Board asked whether we could obtain feedback from users in that State, and the GSOC administrative team has offered to coordinate a presentation.

### **Strategic Plan Update**

Ms. Connolly presented a high level overview of the revised strategic plan, which has now been prepared and provided to the Board. Board members were asked to continue reviewing the plan and to provide any feedback they might have.

## **MnOPS Update**

Mike Mendiola gave an update on the latest developments at the Minnesota Office of Pipeline Safety (MnOPS). This update included a summary of recent data around on-time ticket ratios and damages submitted by utility type. The overall on-time ticket percentage has dipped below 90. According to MnOPS data, this is driven by the telecom industry, for which locates are under 85%, the lowest of tracked industries. This data is consistent with dialogue and qualitative feedback received by MnOPS.

MnOPS data and feedback supports the industry view that although ticket numbers are stable, fiber project tickets may be larger than normal, requiring additional locate resources. The Board and its guests held significant discussion on this topic, and considered additional data to be solicited and analyzed, such as the geographic size of tickets by industry.

## **Presentation on Fiber Solutions**

Crystal Gorres, of CenterPoint Energy, previously requested an opportunity to present to the Board, and was invited to do so. Ms. Gorres presented a proposal for feedback. According to Ms. Gorres, CenterPoint, like most facility operators, wants to provide timely locates but is stressed in its ability to do so, given the unpredictable nature and high volume of fiber projects.

Ms. Gorres proposed that the Board might create a project forecasting system for fiber companies to submit information up to 12 months out. This system could help facility operators and locators plan resources in advance, rather than having to react to short turn-around requests.

The Board discussed this topic and related items. The Board thanked Ms. Gorres for joining the meeting and contributing to this important topic.

## **Panel Presentation on Municipal Responses to Fiber Installation Issues**

Brian Connolly moderated a panel presentation by experts in the field of municipal engineering and permitting. This Panel consisted of the persons identified above under “Municipal Permitting Panelists”. Mr. Connolly introduced the panelists and walked through a number of questions regarding municipal strategies for, among other things, increasing the quality of permit submissions, addressing congested building zones, and updating permit close-out procedures (e.g., by requiring as-built plans and/or site remediation prior to closing out a permit). The strategies discussed were intended to help municipalities not become overwhelmed by unexpected spikes in project volumes.

The Board actively engaged with the panelists, and extensive discussion was held.

The Board thanked each of the Panelists for volunteering their time to participate in the panel and for sharing their knowledge and perspectives.

## **Adjournment**

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at 12:20 p.m.

Peter Kaiser  
Recording Secretary

## **Next Meeting Dates:**

December 17, 2025 (*Closed Session Only*)  
January 7, 2026  
April 15, 2026  
August 12, 2026

*Shorter interim meetings may be set*