



MINUTES BOARD OF DIRECTORS MEETING August 13, 2025

Members Present:

Keith Novy, Chair	Joe Thill
Kristopher Anderson	Ben Wallace
Brian Connolly	Patrick Warden
Sam Richert	Ward Westphal
Mark Sellin	

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
Ryan Schmaltz, Dir. Of Education and Public Relations for North Dakota, OCC
Dan Florenzo, President, OCC
Mike Mendiola, Engineer Principal, Minnesota Office of Pipeline Safety
Laura Ziegler, Director of Highway/Heavy & Government Affairs, Associated General Contractors of Minnesota

On Wednesday, August, 13, 2025 at 9:00 a.m., in person and by videoconference, the Board of Directors meeting 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

Mr. Novy welcomed the Board and guests to the meeting and commenced the meeting in open session. He thanked the participants for attending and reminded the board of dates for the upcoming meetings.

Upon motion made and duly seconded, meeting minutes for the meeting held on April 2, 2025, were approved. The minutes will be placed on the GSOC website.

Vetting Committee Report

Keith Novy presented the Vetting Committee Report. The Committee has published an updated call for applicants to join the GSOC Board, including a revised list of focus areas. In particular,

the Committee seeks candidates with experience in municipal, state and county construction permitting departments; municipal, state and county highway regulation; large pipeline operators; and municipal engineering. The revised focus areas are a result of the Board composition review conducted by the Vetting Committee at the direction of the Board. Mr. Novy asked the board members to advertise the call for applicants to their individual networks. All qualified, interested candidates may access the Call for Applications and request an application on the Gopher State One-Call website.

The Committee has interviewed one candidate, to be discussed in an upcoming closed session.

COO Report:

Legislative and Government Relations Report

Kelly Connolly delivered the report. The state legislative session ended in May, with no changes to Chapter 216D this year. The only relevant damage prevention change involved amendments to the safety-qualified underground telecommunication installer requirements pursuant to Mn. Stats. 326B.198, which are effective January 1, 2026. GSOC has taken a leading role in helping to educate stakeholders on these requirements.

Update on Strategic Plan

Ms. Connolly updated the Board on the process and timeline for development and implementation of GSOC's upcoming strategic plan. The current timeline anticipates a presentation of the plan in November, for approval of the strategic plan at the Board's January meeting.

Service Acknowledgements

Keith Novy congratulated Kelly Connolly on officially completing one year of service as GSOC's chief operating officer. Following a brief discussion, Mr. Novy solicited information from the attending Board members regarding their length of service, remarking on the diversity of experience and length of service represented on the board.

Summary of Marketing and Education Efforts

Olivia Phillips presented an update on GSOC's marketing and education efforts.

Having completed their annual damage prevention meetings, GSOC staff have begun preparing materials to update and educate stakeholders on a large slate of upcoming system and legal changes. These include the launch of automated marking instructions within ITIC, the ability of ticket submitters to utilize electronic white lining, and the launch of the two-way communications platform "Ticket Talk" within ITIC.

Another major priority is completion of the new GSOC website, to be launched August 29th. Kelly Connolly provided a tour of the new website and showcased its improved design and user functionality. The Board engaged in discussion regarding the website, its design, and the information delivered by the website. Ms. Connolly noted that there are related projects ongoing to refresh certain materials available through the website, including various stakeholder guides.

Communications and Public Awareness

Ms. Connolly and Ms. Phillips discussed technical updates to GSOC's public awareness campaigns, including a plan for creating targeted ads aimed at specific stakeholder groups. The GSOC team will monitor these programs for efficacy, although early results and click-through rates appear to exceed expectations.

The current public awareness focus will be on electronic white lining, automated marking instructions, and Ticket Talk. The Board discussed plans for public education efforts, including targeted communications and trainings for large organizations.

Update on Implementation of Digital White Lining and Automated Marking Instructions

Tammy Gardner provided an update on the rollout of Automated Marking Instructions (AMI). Ms. Gardner provided screenshots of the new system to show the proposed implementation and then summarized feedback from meetings with industry stakeholders.

The Board discussed the need for clear, consistent messaging around these changes, and considered various ideas for encouraging industry buy-in. The Board recommended that GSOC and OCC staff coordinate large group presentations for major users of ITIC, in order to ensure broad adoption and acceptance of the upcoming changes. OCC committed to tailored training for targeted organizations.

Ms. Connolly noted that the "Suggested Practices" document generated through Minnesota CGA is complete and ready for publication.

Automated Marking Instructions are set to go live in ITIC on or around November 17, 2025.

Update on Ticket Talk Implementation

Ms. Gardner also presented on the upcoming two-way communication program (known as "Ticket Talk") to be implemented within ITIC. This system remains in the testing phase, but is already live in other states serviced by OCC.

Discussion was held around the purpose, intended use, and functionality of the Ticket Talk program. The Board also considered the impact of making comments publicly-accessible within Search and Status. Discussion was held around how to monitor and address inappropriate comments left in the system.

The target launch date was discussed and, after some consideration, the Board supported a January 1st "soft launch" date for testing purposes, with a full implementation in February.

The Board also discussed strategies for testing and piloting the program with key users, in order to build adoption.

Further conversation was held on anticipated challenges presented by the foregoing updates.

MNOPS Update

Mike Mendiola gave a brief update on latest developments at the Minnesota Office of Pipeline Safety (MnOPS).

MnOPS continues to receive a high volume of complaints, and is spending a large percentage of its staff's time on responding to outreach requests. Major issues include late locates, missed meets, and poor/no in-field marking. Mr. Mendiola noted that the many issues appear to stem from the amount and mileage of fiber installations currently underway in Minnesota. The Board discussed the impact of this increase to fiber installation. Some proposed solutions were discussed.

Mr. Mendiola provided a summary of efforts by MnOPS around pro-active outreach and education on upcoming statutory changes.

Call Center Update

Adam Franco and Tammy Gardner of OCC presented on recent updates to OCC's notification center operations. Call center headcount remains stable compared to last year. Ticket volume is trending upwards, as is the percentage of tickets submitted online via ITIC, versus by phone to the call center.

OCC and the Board discussed call center procedures for addressing recent issues related to meet tickets, and the efforts by particular users to avoid filing of meet tickets.

CLOSED SESSION SUMMARY

At 11:55, Keith Novy thanked the guests for their attendance and input, and excused them from the meeting. The Board entered an informational closed session at that time. Due to time conflicts of some Board members, there was no quorum during closed session.

Finance Committee Report

Additional details were shared and discussed concerning ticket volumes and related ticket pricing considerations.

Other Business

The Board discussed other business matters related to GSOC's internal technology needs.

The Board discussed a potential candidate for the Board of Directors. The consensus was to recommend election by the Board at an upcoming Board meeting.

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:

November 12, 2025

January 7, 2026

April __, 2026 [to align with timing of MnOPS Safety Conference]

August 12, 2026

Shorter interim meetings may be set