



MINUTES BOARD OF DIRECTORS MEETING August 14, 2024

Members Present:

Kristopher Anderson	Keith Novy
Brian Connolly	Samuel Richert
Tom Hoffman	Ben Wallace
Dave Hunstad, Chair	Patrick Warden
Daniel Krier	Ward Westphal
Phil Lesnar	

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
Ryan Schmaltz, General Manager, North Dakota and Customer Relations, OCC
Adam Franco, Vice President, OCC
Jon Wolfgram, Deputy Director, MnOps
Mike Mendiola, Engineer Principal, MnOps
Barbara Cederberg, Chief Operations Officer (outgoing), GSOC
Kelly Connolly, Chief Operations Officer (incoming), GSOC
Olivia Phillips, Marketing Specialist, GSOC
Patrick Wagner, MnOps

On Wednesday, August 14, 2024 at 9:00 a.m., in person and by 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 and guests to the meeting. Dave requested that Board members consider attending the OCC Users Group Conference in September. A special welcome was extended to Kelly Connolly, GSOC's new Chief Operations Officer taking over for Barb Cederberg upon her pending retirement.

Upon motion made and duly seconded, meeting minutes for the meeting on April 23, 2024 and the June 27, 2024 Board summary minutes were approved. Those minutes are currently on the GSOC website.

COO Report

Kelly Connolly introduced herself to the Board. Her background includes leadership of non profit organizations and legislative activities. At the Blue-Green Alliance, she gained a good deal of experience in drawing together a diverse group of stakeholders to form consensus on legislative issues.

The values of GSOC; aspiring to be safety driven, an industry leader, trustworthy and collaborative, will frame her efforts in guiding GSOC's activities. She views her responsibilities during the first 90 days as consisting of 3 primary components:

1. Call center operations;
2. Administration Board and stakeholder management; and
3. Public affairs and communications.

She will utilize the initial months to familiarize herself with call center operations personnel, to further the continuous improvement efforts established by her predecessor, Barbara Cederberg, and to help improve the customer experience.

Kelly intends to meet with the Board members individually during the first 3 months of her tenure and expects to establish a stakeholder engagement plan to familiarize herself with the industry as well as implement the new law changes at the notification center.

She acknowledged a key area for her attention is the GSOC function of education and raising awareness. She will work immediately with Olivia Phillips to develop a communications plan for the statutory law changes and also conduct a general review of overall public awareness efforts. Related to these activities, GSOC will develop some metrics to help measure success of various PR/awareness programs. In the first year, she hopes to also establish a process and timeline for strategic planning for GSOC and spend extensive time engaging with stakeholders, identify challenges in implementing the new law changes as well as implementing the communications plan which has been established.

Communications Plan for MS216D Law Changes

Olivia Phillips reviewed the communications plan with the Board. The GSOC website has been updated to feature the 216D law changes. A blog article has been added that includes a 5 W's description of the changes (who, what, where, when, why) as well as an embedded video. There are also downloadable forms to be used by an excavator and operator to extend the locate period.

MnOps' summary of law changes is also available for download on the website.

OCC Report

Tammy Gardner advised the Board that the notification center currently has 82 total employees. 2024 ticket volumes year to date are up approximately 10.6%. Homeowners use of ITIC online ticket submissions is slightly down. However, overall stakeholder use of ITIC for routine tickets has increased to 85% year to date. This is the highest percentage ever in Minnesota.

The notification center is undergoing some slight product changes as a result of the MS216D law changes. A popup dialog box has been created to note that a meet is required when

a excavation entity is created in ITIC that exceeds the new 1 mile limitation. The new meet sheets that are on the GSOC website may be downloaded and filled out by stakeholders.

Ben Wallace noted that USIC is receiving more requests for locating utilities on both sides of the road when apparently work is being performed on only one side. Jon Wolfgram noted MnOPS is receiving a number of questions on white lining and meet documentation. Mike Mendiola noted that some companies have asked whether meet documentation can be tailored for a company's needs. He believes the answer is yes. Questions have also been asked as to whether the documentation can be made more automatic. Tammy Gardener responded that a PDF writable document is in the works. Further, she expects the two way communications platform will have a more automated function next excavation season.

Jon Wolfgram stated that some stakeholders have asked whether an operator needs to attend a meet if that facility operator believes it is clear (that it has no utility conflicts with the proposed excavation). Mike Mendiola responded that in the event of a controversy, the operator would need to show what has been done to understand the project and to determine they were clear to the satisfaction of the investigator. Mike further noted that an operator and an excavator may have a mutual agreement that a meet is not needed. That agreement must be documented with GSOC.

It was also noted that for normal and update on time ticket reporting to MnOps, the forms will likely be adjusted to show how many tickets were marked within a mutually agreed to extended locate period. The parties will be interested in determining the total percentage of "compliant" tickets.

Sam Richert noted there will be some utility operators with multiple classes of utilities that do not track them separately. Keith Novy observed that MnOps may need to establish some definitions so there is more consistency in how reporting is done by the various utilities. Otherwise, there may be discrepancies in the manner in which operators account for certain items.

Dan Krier indicated that the regulator will need to be intentional about what is required and what is optional in the form. The understanding is that much of the collected data will become public data. Jon Wolfgram also noted MnOps has received questions about what constitutes "activity" on a site for a ticket and what GIS data will be considered sufficient for collection.

Ben Wallace noted that others seem to concur that a site must still be located even if there is no white lining.

PR/Awareness Report

Olivia Phillips indicated that the Board social event held the previous evening was a success. She indicated that the 811 Run had 120 participants this year and 14 sponsors raising over \$16,000 for Operation Warm (Coats for Kids), a Minneapolis Fire Department initiative.

GSOC is looking to produce more "learn from the unexpected" videos. Sam Richert indicated that someone from Xcel will assist in preparing the next one. Olivia is looking for ideas from the Board members for next year's damage prevention meetings. In particular, she hopes to address issues that MnOps has received the most feedback on.

GSOC is experimenting this year with banners on Metro Transit trains to help raise 811 awareness in the Metro area. GSOC also engaged the Twin Cities Road Crew to conduct a number of sessions at elementary schools by delivering the 811 Safety message in an interactive program. Finally, Olivia noted she still needed a few volunteers for the State Fair booth.

Board Discussion: Issues Requiring Further Development of Best Practices

Barbara Cederberg led a discussion as to assist the industry in determining certain best practices, particularly for virtual white lining and GIS data collection. Mike Mendiola suggested a working group on each topic. After some discussion, a general consensus developed that Minnesota CGA should have responsibility for an advisory group which would furnish its conclusions to MnOps.

MnOps Update

Jon Wolfgram noted a rather high number of late ticket complaints compared to other issues. This trend has continued for well over the last 2 excavation seasons. He noted 811 complaints are taking up a good deal of MnOps resources.

MnOps engaged with over 1,000 people in the deliberation processes leading up to the legislative season when the 216D amendments were negotiated by stakeholders.

Finance Committee Report

Pat Warden noted the impact of the increasing number of tickets on revenues as well as expenses. The CPA auditors issued a clean opinion for the annual audit. Building renovations for the building owned by GSOC have been completed with a new roof and a number of rooftop air conditioning units replaced.

The Finance Committee is considering a possible contract renewal for operation of the notification center and expects to review matters in detail at its September meeting.

The Finance Committee will also work with Olivia and Kelly on the communications budget development this Fall.

Adjournment

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 12:15 p.m.

Respectfully submitted,

Kevin Moore
Recording Secretary

Next Meeting Dates:

November 13, 2024

January 8, 2025

April __, 2025 (to coincide with MnOps Safety Conference)

August 13, 2025

Shorter interim meetings may be set