



## BOARD OF DIRECTORS MEETING January 9, 2019

### Members Present:

Alicia Berger	Keith Novy
Jodi Corrow	Ray Starr
Tom Hoffman	Joe Thill
Dave Hunstad, Chair	Patrick Warden
Adam Kramer	Bruce West

### Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP

### Guests (for open session):

Barbara Cederberg, Chief Operations Officer, GSOC  
Audrey Epstein, Principal, Trispective Group

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On January 9, 2019 at 9:00 a.m. at the Gopher State One Call offices, 1110 Centre Point Curve, Suite 100, Mendota Heights, Minnesota, 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. Dean Parker was asked to act as recording secretary.

Dave Hunstad expressed his thanks to the Board and to Audrey Epstein of the Trispective Group who was retained by GSOC to facilitate the strategic planning session. All reports except for the Chief Operations Officer Report will be deferred to a future meeting.

### **COO Report**

Barbara Cederberg gave a short operational summary. Tickets were down approximately ½% for the year as a result of a relatively quiet November and December. A test interface starts next week for selected users to obtain feedback on certain visual improvements to the ticket submission software interface. The goal is to make the user friendly interface available as an option in 2019. She also discussed the upcoming Upper Midwest Regional Users Group meeting January 24 and 25<sup>th</sup> in Minneapolis. Users from North Dakota, Iowa and Minnesota are expected to attend. She also discussed a personnel matter.



## **Strategic Planning**

Audrey Epstein then addressed the Board, discussing her background and the benefits of a sound meaningful strategic plan. She felt it was important for GSOC to have clarity in its mission and purpose. She also encouraged the development of a statement of values. That purpose and set of values may then be used to help refine a strategic plan.

An extensive discussion ensued with the Board gaining general consensus on GSOC's mission statement as "connecting Minnesota for safe digging". A draft set of values was also developed with a series of items under each value to help explain the meaning of the value.

The draft values are: safety driven, trendsetter, trustworthy collaborative.

These values will be further refined 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 approximately 1:25 p.m.

Respectfully submitted,

Dean E. Parker  
Recording Secretary

## **Next Meeting Dates:**

April 8, 2019 (in Breezy Point, MN in conjunction with MnOps Safety Conference)  
August 14, 2019  
November 13, 2019  
January 8, 2020