



## MINUTES BOARD OF DIRECTORS MEETING May 5, 2021

### Members Present:

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

### 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

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On May 5, 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. Dean Parker 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 March 17 meeting and minutes for the April 7 meeting were approved. Dave Hunstad requested they be deemed final and be posted to the GSOC website.

### **Legislative Report**

Dean Parker summarized the recent report received from the Lockridge Grindal firm. The MnOPS budgetary proposal for the next biennium has been accepted. The legislature still must negotiate final appropriations in the next few weeks that will affect infrastructure and excavation activity for utility contractors.



## **COO Report**

Barb Cederberg advised that ticket volumes have increased about 11% year to date. Various process changes went into effect on April 30. The communications plan for the process changes included multiple email advisories to stakeholders. She also conducted discussions with a major project builder and explained the advantages of using meet tickets instead of numerous individual tickets. The user commented it might be a little more work for the user the first time through but would save work in the long run. GSOC is also starting to review tickets to determine how much extra time is being afforded by excavators and is also reviewing cutline data to see what information might be utilized to assist in damage prevention.

## **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 they do not white line the excavation area 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).

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 the contents of several emails received by the Office of Pipeline Safety, GSOC and several facility operators from Stephanie Menning, the Executive Director of the Minnesota Utility Contractors Association (MUCA), requesting that certain changes be made to Minnesota Statutes Chapter 216D. One of the changes dealt with mandating phone contact numbers for facility operators which are currently provided by most facility operators voluntarily. There was some confusion over the rationale for the request as excavators on the Board are generally not experiencing the same concerns of phone numbers on tickets not working. The email claims the failures are pervasive. Barbara Cederberg was initially asked to see if she can obtain some specifics.

There was a good deal of general discussion whether to proceed since GSOC does not enforce MS216D and a primary theme of the emails was to request more enforcement. The Board agreed to discuss further at the next meeting.

### **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,



Dean E. Parker  
Recording Secretary

Next Meeting Dates:

One Hour Sessions:

June 2, 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*