



MINUTES BOARD OF DIRECTORS MEETING November 10, 2021

Members Present:

Brian Connolly	Mark Sellin
Chris Fry	Jim Smith
Dave Hunstad, Chair	Ray Starr
Phil Lesnar	Joe Thill
Dan Munthe	Ben Wallace
Keith Novy	Patrick Warden
Sam Richert	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
Keely Housmann, One Call Coordinator, NuStar Energy
Barbara Cederberg, Chief Operations Officer, GSOC
Olivia Phillips, Senior Marketing and Awareness Specialist, GSOC

On November 10, 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. He asked new Board member Brian Connolly to introduce himself. Brian is a professional engineer with substantial experience in construction oversight and construction administration, both on behalf of private developers and government units. He hopes to furnish his skills and experience for the benefit of the Board. Dave Hunstad mentioned the need for an extra Board meeting to be held in closed session to review the 2022 financial projection. That meeting will be held December 8. Upon motion made and duly seconded, the minutes for the October 6, 2021 meeting were approved. Dave Hunstad requested they be deemed final and displayed on the GSOC website.

After brief deliberation, the Board decided to hold the next regular meeting scheduled for January 12, 2022 by Zoom call. The Board will continue to monitor the situation and determine when it will commence holding in person meetings.



COO Report

Barb Cederberg advised the Board that ticket volumes for the month of October continued to be slightly lower than in 2020. Through the end of October, tickets are down approximately 2.2%, about 18,000 tickets. An approximately 20,000 reduction in home owner tickets accounts for all of this change.

Barb then reviewed the status of various projects. Her analysis of tickets in September that had start times adjusted due to the ITIC ticket review process indicates that very few tickets have start time delays of more than 60 minutes. The notification center has begun to keep track of some data with respect to voluntary calls to the notification center to report cut lines. There were approximately 80 such calls during October. Most of them appear to be for communication lines cut. . These calls are strictly voluntary so they may not reflect what is occurring in the industry at large.

The notification center also conducted an analysis of locator related calls received at the help desk in October. 293 calls were reported as locator related by the help desk. Of those, 154 were for facilities not marked and 43 were for incorrect markings. Help desk agents are trained to advise the excavator to contact the utility directly and are pointed to the correct numbers on the ticket if they are uncertain where to call. Keith Novy said that it was important that facility operators receive those calls so they can take action to make sure correct locates are performed.

An analysis of excavator tickets submitted on Mondays and Tuesdays during September in the 11 county expanded metro area showed that many excavators are providing extra time for locators to mark. GSOC has engaged in an awareness program requesting that excavators provide more notice time than a minimum 48 hours if they are able to do so order to relieve pressure on locating resources. The analysis of tickets in the 11 counties showed that extra time was given on Mondays and Tuesday with 44% of the tickets. This compares to 36% of the tickets in 2020 so the awareness program has apparently been successful.

GSOC has become aware of a contract locator not supporting the meet ticketing process when it is used for days to construction that requires multiple updates. GSOC believes it has been successful over the past 3-4 years in increasing the use of meet tickets. Excavators have found it easy to use and it can serve locator resources. GSOC will support development of a case study regarding the effective use of meet tickets in order to help convince the contract locator to support the meet process.

GSOC continues to explore potential use of videos for its excavator initiative encouraging safe excavation practices. A number of potential videos have been reviewed but none have been found fully sufficient yet. A new series is in development which Barb expects to review shortly.

The Underground Utility Mapping Project Team made a presentation to the national Common Ground Alliance (CGA) conference in October. The presentation was very well received. The Project Team is a voluntary industry work group that intends to promote increased adoption



of successful technologies to improve mapping and sharing of data. The group also plans to present at the Global Excavation Safety Conference in March, 2022. The group is exploring development of a prototype of the proposed system.

Ellingson Companies has requested a pilot project that would allow for export of the excavation polygon and a link to positive response so that information could be displayed on that company's excavation project GIS maps. Additional GIS technology resources have been acquired by OCC and Barb expects progress on this project shortly.

The GSOC website data analytics project continues to progress. The goal is to have some data available for viewing on the website in early 2022. GSOC hopes to provide graphics for analytics similar to those used for COVID-19, including 7 day rolling averages and daily data as of a certain date. Data is expected to include total tickets, ticket types and counts for the State and by County.

MnOPS Update

Jim Smith advised the Board that MnOPS would be moving forward with Minn Stat Chapter 216D Stakeholder meetings. He noted that additional data requirements are really needed for the benefit of the whole industry. The MnOPS annual Safety Conference is planned to commence April 4. He acknowledged there were certain industry conflicts but indicated that conflicts would be unavoidable at that time of year.

PR/Awareness Report

Olivia Phillips provided a summary of current awareness plans. There will be a specific efforts targeted to professional landscapers as a result of feedback from the industry indicating additional awareness and education on efficiently submitting tickets is desirable. GSOC also plans to continue an awareness program in conjunction with the St. Paul Saints and is expanding the ad market within the iHeart Radio Network to include station K102, a country music station. Olivia is also working on identifying videos for use with the excavator safety awareness initiative.

GSOC is in the early stages of planning damage prevention meetings. The hope is to have these meetings in person this winter. GSOC also plans physical presence at several expositions this winter and spring including Northern Green, for the landscaping industry, the Home and Garden Show, Excavation Safety Summit and CGA Conference.

OCC Report

Tammy Gardner, the General Manager of the notification center, noted the year-to-date decrease in total tickets and confirmed to the Board that the reduction is due entirely to the reduction in home owner tickets this year. Home owner tickets are still higher than 2019 levels however. Over 60% of home owners continue to submit tickets online. This is a significant benefit to the notification center since it frees up CSR time. Ticketing numbers indicate fewer updates,



but Tammy reminded the Board that a change in GSOC's policies in May permits only 1 update to refresh marks. A new ticket number must be created if there are additional updates. It is reasonable to expect to see a lower number of update tickets as a result. The notification center continues to experience improvement in the overall proportion online submitted tickets.

The notification center continues to improve its maps with GIS data provided by government. There have been over 14,000 map updates since January 1 and over 5,000 map updates in October 2021 alone. Anoka County has updated its map and the replacement went online during October. Only 3 counties out of 87 still require parcel data. This is a substantial improvement.

Board Governance

Dave Hunstad encouraged Board members to consider what type of officer rotation is desirable. He noted that 40% of the Board is new in the last 5 years so there has been substantial changeover. There have also been substantial changes to the committees. However, the officers have remained the same through the pandemic. Board members should consider what additional roles they might be willing to participate in. Elections will be held at the January meeting.

Adjournment

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 9:55 a.m.

Respectfully submitted,

Dean E. Parker
Recording Secretary

Next Meeting Dates:

One Hour Sessions:

January 12, 2022 [note, this is a change: this meeting will be held by Zoom
videoconference]

Additional one hour sessions may be set

Tentative traditional Sessions (subject to cancellation):

April 4, 2022 [to coincide with MnOPS Safety Conference]

August 10, 2022

November 9, 2022

Shorter interim meetings may be set