

## North Dakota One Call Board of Directors

- **Date:** May 9, 2025
- **Time:** 10:00 AM
- **Location:** Capital Electric Cooperative Board Room, Bismarck, ND

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- **Board Members Present:**

- Don Frye – Cities under 5000
- Benji Schwartz – Cities over 5000
- Carey Burke – Excavators
- Ann Broussard – Rural Water
- Don Johnson – Transmission and Gas Gathering Systems
- Cole Johnson – Electric Distribution
- Mike Schoepp – Natural Gas Distribution Systems
- Derek Weigel – Cable Television
- Brooks Goodall – Telecommunications

- **Board Members Absent:**

- None

- **Others Present:**

- Ryan Schmaltz, Connie Schmidt, Dan Florenzo – One Call Concepts
- Dinah Roberson – North Dakota One Call
- Konrad Crockford – North Dakota Public Service Commission

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### 1. Call to Order

- Chairman Don Frye called the meeting to order at 10:00 AM.
- All board members were present.

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### 2. Introductions

- Introductions were made around the table.

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### 3. Approval of Agenda

- Motion to approve by Mike Schoepp, seconded by Don Johnson.
- Motion carried.

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## **4. Approval of Minutes (February 13, 2025)**

- Motion to approve by Ann Broussard, seconded by Cole Johnson.
- Motion carried.

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## **5. Financial Report**

- Mike Schoepp presented the financial report and confirmed the board remains in a stable financial position.
- A motion was made to require approval from both the Chair and Treasurer for any internal transfers over \$25,000.
- Motion by Carey Burke, seconded by Benji Schwartz.
- Motion carried.
- Motion to approve the financial report by Cole Johnson, seconded by Benji Schwartz.
- Motion carried.

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## **6. Approval of Bills**

- Ryan reviewed expenses from January through March 2025.
  - Advertising: \$32,419.66
  - Truck: \$5,693.46
- Motion to approve the bills by Brooks Goodall, seconded by Derek Weigel.
- Motion carried.

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## **7. Public Service Commission Report**

- Konrad Crockford reported 21 active enforcement cases totaling \$25,700.
- House Bill 1153 was passed and signed into law, clarifying the emergency exemption language.
- The board discussed issues regarding the cleanup of locate flags and paint.
- Connie and Ryan will explore potential solutions.

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## **8. Operations Report**

- Ticket volume in April was down, but early May was trending upward due to homeowner activity.
  - Significant increase in direct release tickets: up to 84% from 45%
  - Reduced call times and improved ticket quality

- Strong positive response rates
- Ongoing discussions about ticket formatting and reminders regarding cleanup responsibilities

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## **9. Advertising / Creative Report**

- Improved digital performance under the new agency.
  - Improved Google tracking
  - New commercial in development
  - Agency may attend future board meetings

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## **10. Excavator Meetings Recap**

- Ryan led 8 meetings with 687 attendees; statewide total across all meetings was approximately 1,000.
  - Fargo had high registration but poor turnout
  - Future registrations will require actual attendee names
  - Reduced cost per sponsor through better venues and additional sponsor participation

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## **11. Sponsorships / Events**

- NDOC Larks Night scheduled for August 6, 2025
- 811 Day at the North Dakota State Fair scheduled for July 25, 2025
- The board will re-evaluate future sponsorship strategies in August
- Motion to approve purchase of a 10x10 branded pop-up tent for outreach events
  - Motion by Cole Johnson, seconded by Carey Burke
  - Motion carried

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## **12. System Enhancements**

- Connie shared updates on beta testing for abandoned facility tracking
- Development of new status codes and custom messaging is underway

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## **13. Education / Outreach**

- Continued concerns with leftover flags and marking debris
- NDOC will work to add educational messaging to ticket confirmations and positive response messages
- Potential public outreach campaign is being considered

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## **14. Multilingual Access**

- Motion to approve \$4,100 for Spanish translation of the NDOC website and handbook
  - Motion by Carey Burke, seconded by Derek Weigel
  - Motion carried

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## **15. Annual Meeting**

- Audit report was presented and accepted
  - Motion by Cole Johnson, seconded by Ann Broussard
  - Motion carried
- **Election of Officers** (as recommended by the Nominating Committee):
  - Chair – Carey Burke
  - Vice Chair – Brooks Goodall
  - Treasurer – Mike Schoepp
  - Secretary – Ann Broussard
  - Motion to approve slate by Brooks Goodall, seconded by Don Johnson
  - Motion carried

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## **16. Action Items**

- Ryan will coordinate the purchase of a branded 10x10 pop-up tent for events
- Ryan will draft and implement a cleanup message on ticket notifications and advertising
- Ryan will prepare QR code stickers linking to updated NDOC law content
- Ryan will finalize and distribute the 2025 legislative funding report
- Ryan will gather alternative sponsorship ideas for future discussion
- Ryan will remove the rate increase notification from the NDOC website
- Mike Schoepp will update internal transfer policy language to use “Chair”
- Ann Broussard will follow up with Eric B. for rural water membership data
- Ryan will oversee the completion of Spanish translations with the Creative team
- Board will revisit Larks sponsorship and future event strategy at the August meeting

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## **17. Adjournment**

- Motion to adjourn by Brooks Goodall, seconded by Cole Johnson
- **Meeting adjourned at 12:10 PM**

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**Submitted by:** Carey Burke, Secretary

**Date:** 12/01/2025

*Carey N. Burke*

**Approved by:** Don Frye, Chairman

**Date:** 12/01/2025

*Donald E Frye*