

One-Call of Wyoming

Minutes

July 14, 2004

Parkway Plaza, Casper, Wyoming

A regular meeting of the One-Call of Wyoming Board of Directors was held in the Senate Room at the Parkway Plaza in Casper on July 14, 2004, at 10:00 a.m. In attendance were the following:

BOARD MEMBERS PRESENT:

1. George Fernandez – Liquids Pipeline Transportation (Terasen Pipelines (USA) Inc.)
2. Lowell Ray Anderson – Joint Powers Board/User Owned Water-Sewer-Air (Shoshone Municipal Pipeline) [via telephone]
3. Tim Hibbard – Municipal (WYDOT)
4. Jim Wilhelm – Cable Telecommunications (Bresnan Communications, LLC) [via telephone]
5. Daniel Thissen – Albany County Utility Coordinating Council (Bresnan Communications, LLC)
6. Bill Pettit – Gas Distribution (Montana-Dakota Utilities Co.)
7. Russell Waldner – Carbon County Pipeline Association (Carbon Power & Light)
8. Arnie Davis – Call-In Dig-In Safety Council (Crook and Campbell Counties)
9. Keith Thomason – Electrical Distribution and Transmission (Xcel Energy)
10. Chuck McCoy – Wind River-Big Horn Basin Utility Coordinating Council (City of Riverton)
11. Larry Mead – Central Wyoming Utilities Coordinating Council (City of Casper)
12. Wayne D. Johnson – Local Telephone Communications (Qwest)
13. Mark Ransdell – Gas Gathering and Transmission Pipelines (Qwestar) [via telephone]

BOARD MEMBERS ABSENT:

1. Steve Loftin – Wyoming Contractors Association (71 Construction)
2. Bob Park – Long-Distance Telephone Communication (Pacific Power)
3. Jim Bunch – Utility Locates of Weston County (Black Hills Power)

GUESTS:

1. Candace Miles – One Call Systems
2. Ron Kisicki – WYDOT
3. Susan Kellogg – Comcast Spotlight

ALSO PRESENT:

1. Harry Williams – Executive Director
2. Judy Williams – Secretary

President Fernandez called the meeting to order at 10:02 a.m.

President Fernandez asked for additions or corrections to the agenda. After adding Susan Kellogg after Ron Kisicki the agenda was accepted.

(Lowell Ray Anderson joined the meeting at 10:05 a.m.)

The May 26, 2004, Board Meeting minutes were reviewed. Russell Waldner moved, seconded by Tim Hibbard, and carried to approve the May 26, 2004, minutes as printed.

Tim Hibbard gave the financial report. After discussion, Chuck McCoy moved, seconded by Wayne Johnson, and carried to accept the financial report as presented and pay the bills.

Ron Kisicki handed out a summary sheet on what expenses had been allocated to-date on the grant. There are \$28,823.80 available in the excavator/contractor training program, \$116,260.88 available in the public education program, and \$20,000.00 available in the reporting/evaluation program. The reporting/evaluation will be expended at the end of the fiscal year for writing a report dealing with dig-ins and how the excavator/contractor training and public education has affected dig-ins. Some of the expenses that were allocated for the training program were moved to public education program, i.e., hats & calculators. The money is to be expended by October 31, 2004. President Fernandez thanked Ron for attending the meeting and presenting the report.

(Ron Kisicki left the meeting at 10:18 a.m.)

There was a question as to whether Harry's salary could be considered as reimbursement on the grant. Harry will ask Ron. Russell Waldner suggested buying GPS units for door prizes at the workshops next year using some of the \$28,823.80.

Susan Kellogg from Comcast Spotlight, representing the Bresnan market, presented a program and a proposal on cable advertising. She asked whom we are trying to reach with our message – men, women, age, occupation, and is it seasonal. She stated that broadcast is difficult because you are limiting your audience whereas cable networks are designed to reach particular demographics – it is direct targeting. The rates are determined by how many cable subscribers are in an area. They have 100,500 cable households in Wyoming, which the census show there are 2.9 people per household would be reaching just under 300,000 people within the state with our message. She suggested going on a rotation because we would rotate within all the different programs in a week's time and it would be cheaper than buying six positions. The proposal presented: \$15.00 per spot for 56 spots per week on 4 networks for a total of \$840.00 per week. Comcast would match what OCW would be spending. If OCW's budget would allow 12 networks a week, Comcast would match with the other 12 networks, thus placing us on all 24 networks. If OCW went to 12 networks it would be 168 commercials a week at a cost of \$2,520 a week or \$10,080 a month. Comcast can produce 30-second commercials at \$350.00 each. She also suggested running the commercials for 13 weeks. This does not include satellite TV. Comcast does not cover the areas of CommuniComm, Sweetwater Cable, Lovell Cable or Adelpia.

(Susan Kellogg left the meeting at 10:50 a.m.)

Harry had contacted Laura Grott (Ray Lansing Advertising and Public Relations) for a proposal on advertising on TV and cable. The Board concurred the Ray Lansing proposal was good, but the saturation of both TV and cable would be too much. Russell Waldner moved, seconded by Tim Hibbard, and carried to have Comcast produce three more commercials @ \$350 each and do 13 weeks of advertising @ \$10,080 a month. Jim Wilhelm abstained. Harry is to find out if the commercials Comcast produces would be the property of OCW. There was discussion about the Jackson area. The ads in the Jackson area are provided out of the Billings area instead of Casper.

A Comcast representative will be contacted to see if Jackson can be incorporated. The rural areas will not be receiving the spots. It is noted that CommuniComm does not have inserts to be able to do this type of commercials. There is no coverage in the northeast part of the state. Harry was instructed to contact Ray Lansing and get a proposal for areas not covered by Comcast – those being Douglas, Glenrock, Rock Springs/Green River, Evanston, Torrington and Wheatland. As soon as Ray Lansing sends a new proposal, it will be E-mailed to the Board for voting purposes. The newspaper ads were discussed. The present 2” x 2” ad has been running for three weeks. The price is \$450 a week and will run for 10 weeks. It was suggested to keep the ad going through November.

(Arnie Davis entered the meeting at 10:40 a.m.)

Candace Miles presented One Call Systems, Inc., Operational Report for June. There were 8,317 incoming calls and 48,090 outgoing messages. There were 7,466 routine tickets, 208 short notice tickets, 227 emergency tickets, 62 canceled tickets, 60 damage tickets, 161 no response tickets, 133 overwrite tickets, and 295 meetings scheduled. Average speed of answer was 23 seconds. Lowell Ray Anderson stated that somewhere he read that people could avoid listening to the description of what constitutes an emergency ticket by sending the request by either fax or E-mail and his question was, if they fax or E-mail an emergency ticket how are they notified of the restrictions on what constitutes an emergency. The answer was that what he read was in error, the center does not take emergency locate requests via fax or via E-mail, you absolutely have to call in an emergency.

Harry stated that Don Smith from Gillette called regarding “short notice” tickets. Don would like to have something on the short notice ticket stating the caller had been read the disclaimer. There was discussion on changing the name of the ticket to “illegal dig” or “non-compliance”. Candace was instructed to find out the cost of changing the software – either the name of the ticket or adding the caller has been read the disclaimer.

An update on the three-digit number was discussed. The legislation was signed last year for implementation this year. The one-call number is 811. A question was asked as to how it would work and the answer was, similar to 911. The North American Numbering Council was asked to make a recommendation and they recommended a national 1-800 number, which would route the call to the proper state. There are many problems with the system that will have to be worked out before the system can be implemented. FCC has turned it over to the telephone companies. The one-call 811 number being so close to 911 is a problem and there are problems that would affect both the emergency number and the one-call numbers. Area codes, cell phones, and poor reliability are some of the concerns.

(Larry Mead left the meeting at 12:15 p.m.)

Arnie Davis gave the report on the Legislative Committee. The advertising had been discussed earlier in this meeting.

There was no Technical Committee Report.

Russell Waldner gave the Carbon County Pipeline Association report. The public awareness dates have been scheduled. The Association received good responses on the workshop they put on and the sheriff’s department thanked OCW for the OCW advertising bags. There were no

reports from Utility Locates of Weston County, Call-In Dig-In Safety Council, Albany County Utility Coordinating Council, or Central Wyoming Utilities Coordinating Council. Chuck McCoy reported that the Wind River-Big Horn Basin Utility Coordinating Council gained a member (Pavillion) and lost a member (Hudson). He asked if the council could receive money for advertising. He was told to send in a request.

Lowell Ray Anderson gave the Secretary's report. Assuming the Annual Meeting will be in November, the deadline for the President to appoint a Nominating Committee the required three months prior to the Annual Meeting, would be at the August meeting. It is probably time to put together a committee to start working on a Request For Proposals for a service provider. At this point that would allow six months for getting a proposal together; six months for the bidding process, and allows six months selected provider to get ready and take over the service.

There was no Old Business.

Bill Pettit stated that MDU in North Dakota got in trouble on a locate – one of MDU's engineers called in a locate for a contractor doing work for MDU. The contractor hit a utility for which the locates were 8 or 10 feet off and they found under North Dakota one-call rules, because the contractor did not call in his own locate request, the contractor was liable. Bill was wondering what OCW rules are.

The Williams' contract for providing administrative services to OCW is up for renewal.

There are a couple of options on our service provider contract; 1) extend One Call Systems the contract with or 2) or put out an RFP. Tim Hibbard moved, seconded by Chuck McCoy, at this point not to consider an additional RFP and try to negotiate any changes with One Call Systems. Lowell Ray Anderson suggested to leaving out of the motion any reference to an RFP. This was accepted as a friendly amendment. The motion to negotiate with One Call Systems for a contract extension carried.

Tim Hibbard moved, seconded by Arnie Davis, and carried to extend the Williams' contract for one year.

Jon Jacquot has not done anything on the printing of the handbooks etc. He said he would get on it within the next couple of weeks. Harry has ordered round stickers and the 2005 calendars.

There will be a Board Meeting on November 9, 2004, starting at 3:00 p.m. The Annual Meeting of the members will be November 10, 2004, starting at 10:00 a.m. The Annual Board Meeting will be held immediately after the Annual Meeting of the members. All meetings will be at the Parkway Plaza.

Harry sent Tim Stubson a letter asking for an opinion on the state one-call law and if cities/towns are exempt from it. Mr. Stubson said he should have an opinion by August 1, 2004. Jim Bunch would like to have Mr. Stubson attend a Legislative Committee meeting after we have received his opinion. A letter regarding the fee change was sent to all members July 2, 2004. A letter was received from GeoScience & Engineering, Inc., objecting to the fee increases because they are under contract with DEQ. Harry was instructed to write GeoScience a letter

and ask them if they contacted DEQ about this. Inberg-Miller also called about the same thing. Harry told them to write a letter explaining the problem.

Three thank-yous have been received: Jeff Parker and Margaret Teevens for their plaques and Ronnie Hein for a coat at one of the workshops.

The next Board of Director's meeting will be **WEDNESDAY, AUGUST 11, 2004, 10:00 a.m.**, at the Casper Parkway Plaza.

With no more business to come before the board, Chuck McCoy moved, seconded by Tim Hibbard and carried, to adjourn. Meeting adjourned at 1:35 p.m.