



Meeting Minutes

January 8, 2014
Chanhassen, MN

Introductions /Opening Comments – Chuck Jensen, Chair

Chuck opened the meeting, welcomed everyone participating via phone, and invited Loren Fritz to make an announcement.

Gopher State One Call – Loren Fritz

Lauren Fritz introduced the new president for GSOC, Barb Cederburg. Barb introduced herself and shared her background with attendees. We look forward to her active participation.

Review of Action Items from 10/15/14 Minutes – Chuck Jensen

A review of the action items noted in the September minutes was reviewed. The Technology Subcommittee had a few action items yet to be completed.

ACTION ITEM: Jeff Law to review/complete the action items from September.

Updates from Subcommittees

Technology Subcommittee – Jeff Law

An overview of the updates to the site was given. Logos have been added to the "About Us" page and separate pages have been established for each committee. A review of the Digging Safely website showed positive as a basic information resource. Suggestion was made to create an "Excavator Training" link.

Discussion on the color/tone of the font needed to be adjusted for easier viewing. Also, the event calendar has been updated, but still shows 2014 at the top. Suggestion was made to archive 2014 on the site for retrieval as needed

Committee Pages:

ACTION ITEM:: Committee leaders: Need more data/content to add to your pages, please submit.

ACTION ITEM: Add an "Excavator Training" link under the Resources tab.

ACTION ITEM: Color font – change the color to contrast better.

ACTION ITEM: Reverse order the event calendar or make the link the same as the top link for 2015 DPM's.

Education Subcommittee – Betty Jo Kiesow

The group reviewed the presentation for DP meetings and held a discussion on the differences between 'unmarked facilities' (as noted in the power point) and statute language used by GSOC (private/customer-owned).

ACTION ITEM: Add/Finish Special Projects to power point.

ACTION ITEM: "What Doesn't Get Marked" –highlighting multiple ways, positive response that not everything gets marked. Utilize statute language as appropriate and for consistency.

ACTION ITEM: Check on software to make power point into You Tube.

ACTION ITEM: Check with DP Coordinators to gain buy-in; ask for 10-15 minutes and get an okey-dokey.

ACTION ITEM: Add "This information is also available at mncga.org" to power point.

ACTION ITEM: Need to get DP Organizers/Coordinators to join MNCGA.

ACTION ITEM: **Betty Jo** will clean up power point and send to Alicia.

Best Practices – Jeff Murray

Discussion was held regarding multiple work tickets. The person calling in is not necessarily the person on site. There is opposition for calling in a ticket for someone else – perhaps bring the subject up at DP Meetings.

ACTION ITEM: GSOC to use MN CGA as a sounding board.

Discussion was regarding new installations and the lag time between install and activation – what do operators do once it's in? Do you put locator flags in even though it has been activated yet?

From September's minutes:

ACTION ITEM: Suggestion was made to highlight a particular topic to attract attendees

January minutes update:

ACTION ITEM: Create a monthly "Best Practice" to promote on the website.

AG Awareness – Claude Anderson

The next meeting is Thursday, January 15th at Korterra. Informational meetings start this month and they are getting publications together focused on farming, deep soil samples, etc. They are working on a flyer.

Marketing Subcommittee – Alicia Berger

Discussion was held on varying marketing techniques to enhance and expand MNCGA's audience and how to raise needed funds to support our activities

ACTION ITEM: Research into creating a take-away, postcard, sticky calendar – get sponsorships to fund.

ACTION ITEM: Create a template for hand-out, make it available for DP's to customize. Put a WIIFM on it, communication information and website. **Alicia**

ACTION ITEM: Presentation – add the number of folks reached through activities (Day of the Dozer, State Fair, etc.).

ACTION ITEM: MNOPS Conference – Does CGA want to do an update? April 14-16

ACTION ITEM: Stephanie to connect with Alicia on other venues to promote MN CGA.

Special Projects – Whitney Price

The group discussed the activities for 2015 and has established a full Committee. They are working on getting a beer tent for the 811 Run. Suggestion was made to create a bike run (motorcycle) too.

ACTION ITEM: Get promo and registration ready by March for an email push.

ACTION ITEM: Create postcards to share at industry meetings/events.

MARK YOUR CALENDARS:

- **811 Run – August 1st, Lake Calhoun**
- **Day of the Dozers – September 12th, ERX Motor Park**

Damage Prevention Meetings 2015

Discussion on the difficulty with the email blast to 60,000 recipients marked as spam is an issue. Also identified was the need for volunteers to participate in meetings across the state to share the MN CGA message.

ACTION ITEM: Betty Jo, Estelle, Mike: J. Law needs DP meeting presentations to add to website.

ACTION ITEM: Estelle to send the body of the DP Meeting email to DP Coordinators to share with their audiences and to Stephanie for promotion within MUCA's audience.

ACTION ITEM: Stephanie to publish DP Meetings in MUCA Directory.

ACTION ITEM: Ben to send updated roster of DP Meeting listing MN CGA Reps covering.

ACTION ITEM: Survey – who sends the survey and does anything need to be changed?

ACTION ITEM: Create postcards to share at industry meetings/events.

Next Meeting: April 9, 2015 10 AM – Noon, Korterra Offices, Chanhassen

Submitted by:
Stephanie Menning