



Date: March 12, 2008

To: CGI Executive Committee

From: Mike Broshous

Subject: March 12, 2008 Executive Committee Meeting Minutes

On March 12, 2008 at 10:00 AM, the CGI Executive Committee held a meeting. Committee members in attendance include:

Chairperson	Mike	Broshous	Consolidated Utility Services, Inc.
Vice Chairperson	Cynthia	Munyon	Iowa Utility Board
Secretary	LuAnn	Allar	Alliant Energy
Treasurer	Josh	Doughan	Snyder & Associates, Inc.
Membership Director	John	Barber	Snyder & Associates, Inc.
Web Site Coordinator	Pete	Vielhaber	Qwest Communications

Committee members absent include:

Program / Meeting Director	Sally	Fossum	Alliance Pipeline
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Agenda items discussed include:

Membership Fee:

General discussion was held on membership fees and it was unanimously decided that CGI will follow the current bylaws.

Membership Pledge Form:

The board was in agreement with adopting the following marketing items presented at the February 2008 meeting:

CGI tagline: One Voice One Vision One Iowa

John will update the membership pledge form and update the form in accordance with the discussion and present another draft at the April meeting.

Pete is to send John the CGI logo and tagline.

Website:

Pete displayed the updated website to all in attendance and there was no opposition to Pete moving forward and implementing the new web design.

Mike will provide Pete the Consolidated Utilities and Alliant Energy logos for website sponsorship recognition.

Copyright:

A telecommunication conversation was held with Cate Newburg to obtain guidance on preventing copyright infringement. The committee was in favor of pursuing the necessary measures to prevent infringement.

Cynthia will work with Cate to establish the copyright.

Meeting Agenda Items

Each General Membership Meeting agenda shall contain the following elements:

- Topic of discussion / Guest speaker
- General membership presentation
- Meetings will be closed with an open forum

Marketing Initiatives:

Cynthia will follow up with Cate Newburg on the following:

- Letterhead
- Power point
- Press Release
- Copyright
- PSA / Radio
- News Release
- Standardized marking card(s)

Committees:

The board agreed that CGI shall establish the following five general membership committees:

1. Membership
2. Marketing
3. Education
4. Program
5. Best Practice

At our April General Membership Meeting we will attempt to fill all committee seats.

Outreach Program Initiatives:

Our goal is to work in collaboration with IPA, IOC and any other stakeholders who support CGA best practices.

The board had an open discussion on possible outreach programs for 2008 – 2010.

- Best Practices:
 - 2008: Standardized Markings
 - 2009: Design Stage Process
 - 2010: Excavation Practices / White Lining

- News/Press Release
- State Fair parade using the 811 telephone
- Contacting Railroad and IDNR
- Culture change
- Senior Citizen
- Community Parks
- 6 regions: Meeting locations
- Big Box stores (Menards – Lowes – Home Depot)
- Small Franchise (Earl May, TSC)
- Articles in association newsletter – IOC, ITA, IAMU, REC, IPA, etc
- Farm Safety – Just Kids: Mike with contact Ami Anderson
- 2009 Farm Progress Show

Business Plan:

The CGI Executive Committee will develop a five year business plan which will outline association goals. This will assist with the grant preparation.

The meeting was adjourned at 2:30 p.m.