



Date: May 7, 2008

To: CGI Executive Committee

From: Mike Broshous

Subject: May 7, 2008 Executive Committee Meeting Minutes

On May 7, 2008 at 1:30 PM, 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
Program / Meeting Director	Sally	Fossum	Alliance Pipeline

Agenda items discussed include:

Web Trends Report

Pete Vielhaber distributed a copy of the April 2008 web trends report. Items contained within the report include:

Active Visits Trend: Displays peak hit days

Pages Trend: Displays manner in how visitor accessed the website.

Visit Summary = 546 visits

Visitor Summary = 410 visitors (361 one time visit + 49 visited more than once)

Page View Summary = 1,532 page views

TSI Conference

Cynthia Munyon provided an update on the TSI Conference. The conference will be held August 19 – 21 and sessions will be tailored to fit within three categories; Technology, Damage Prevention, and Operation & Maintenance. Presenters secured include; Jeff Wiese, Chrysanne Kerr, Karen Butler, and Harold Winnie. CGI will have a vendor booth promoting the CGI membership benefits. The Marketing Committee is tasked with identifying promotional giveaways.

Committee's

The executive committee member listed will be responsible for developing the committee goal(s) and the roles and responsibilities with a first revision due date of May 23, 2008.

- Best Practice: Pete Vielhaber
- Program: Sally Fossum
- Education: Sally Fossum
- Marketing: Josh Doughan
- Membership: John Barber

Microsoft Live

Pete Vielhaber provided an update on the Microsoft Office Live application. This application will allow the CGI Executive Team to receive e-mails notifying them of a communication. The conversation will be contained within one document allowing ease in following of the discussion.

Membership Database

John Barber will create an access database. Fields to be included in the CGI Membership database are:

1. Unique entry identifier (1, 2, 3, etc)
2. Company name
3. Contact first name
4. Contact last name
5. Title
6. Address 1
7. Address 2
8. City
9. State
10. Zip
11. County
12. Phone 1
13. Phone 2
14. Fax
15. E-mail address
16. Company web page address
17. Date updated
18. Stakeholder group
19. Service SIC code
20. SIC code description
21. Attendance date
22. Attendance location
23. Member CGI (y/n)
24. Member CGA (y/n)
25. Additional comments

Educational Opportunities:

Discussion was held on the benefits of participating in the Iowa State Fair activities. Mike Broshous will contact Iowa One Call to ask if they are willing to partner with CGI on the booth space. Mike Broshous will secure ordering of the CGA costume for the Iowa State Fair parade.

Discussion was held on the benefits of participating in the Farm Progress Show. The event will be held August 26 – 28, 2008 in Boone, Iowa. CGI secured a vendor booth within the Damage Prevention Tent. Cost is approximately \$350. The CGI logo will be placed in advertising materials and in the program. The Marketing Committee is tasked with identifying promotional giveaways. Sally Fossum will complete the application and submit the invoice to Josh Doughan.

CGI General Membership Meetings

A. Telephone bridge

Telephone bridge capabilities will not be instituted for future meetings.

B. Amendment of April 2008 meeting minutes

Mike Broshous will amend the April 2008 meeting minutes to eliminate the telephone bridge statement and forward the amended minutes to Pete Vielhaber for posting to the CGI website.

C. Meeting minute protocol

The protocol for future meeting minutes review and editing was discussed. Following each meeting, within a 5 day timeframe, the secretary will e-mail the executive team a draft copy of the meeting minutes. The executive team will have 5 days to provide amendments to the secretary. The secretary will e-mail the final meeting minute document to the website coordinator for posting to the CGI website.

D. CGI mission and purpose

Each meeting shall begin with the welcome and introductions followed by the reading of the CGI mission and purpose.

E. Speaker timeframe

Speakers will be provided a 30 minute presentation time. A 15 minute discussion / question and answer period will follow each presentation.

F. Summit

Discussion was held on CGI sponsoring a summit. CGI will hold a summit every other year with the first summit being held in 2009. This will eliminate a duplication of efforts between CGI and the TSI Conference.

G. June 2008 Meeting – Cedar Rapids

- Speaker:
 - Mike Broshous will contact Dave Schmidt to ask if he will be a presenter, discussing the damage prevention program his company implemented.
 - Pete Vielhaber will contact Gaylord Construction to identify if he wants to be a presenter and if so identify which general membership meeting date would work best for him.
 - Mike Broshous will contact Marilyn Adams, founder of the Farm Safety for Kids Program, to ask if she will be a presenter at the August 2008 meeting.
- News Release: Mike Broshous will create an autobiography on the presenter. LuAnn Allar will place a news release in the Iowa newspapers.

H. Meeting Locations & Presenters

2008			
Date	Location	Presenter	Additional Information
06-05-08	General Membership Meeting		
	Cedar Rapids Chamber of Commerce Building	<ul style="list-style-type: none"> ▪ Dave Schmidt Construction ▪ Gaylord Construction 	<ul style="list-style-type: none"> ▪ Mike Broshous will contact Dave Schmidt. ▪ Pete Vielhaber will contact Gaylord Construction. ▪ LuAnn Allar will send out a news release. ▪ LuAnn Allar will make meeting and meal arrangements.
08-07-08	General Membership Meeting		
	Des Moines Learning Center	<ul style="list-style-type: none"> ▪ Marilyn Adams Farm Safety Just for Kids 	<ul style="list-style-type: none"> ▪ Mike Broshous will contact Marilyn Adams. ▪ Mike Broshous will make meeting room & meal arrangements.
08-19-08 thru 08-21-08	TSI Conference		
	Des Moines	CGI Booth	<ul style="list-style-type: none"> ▪ Membership Drive ▪ Members will need to volunteer to work at the booth.
08-26-08 thru 08-28-08	Farm Progress Show – Boone, IA		
	Boone, IA	CGI Booth	<ul style="list-style-type: none"> ▪ Sally Fossum will complete the registration form and submit the invoice to Josh Doughan for payment. ▪ Mike Broshous & John Barber will create “The Underground World” display box. ▪ Members will need to volunteer to work at the booth.
10-02-08	General Membership Meeting		
	Atlantic	<ul style="list-style-type: none"> ▪ One Call ▪ Steve Stone identify local business to present 	<ul style="list-style-type: none"> ▪ Cynthia Munyon will make meeting facility arrangements. ▪ Mike Broshous will contact One Call (Design Tool) ▪ Mike Broshous will contact Steve Stone to see if he can assist with obtaining a local presenter.
12-04-08	Annual - General Membership Meeting		
	Des Moines IUB	<ul style="list-style-type: none"> ▪ Chris Young (Miller the Driller) ▪ Attorney General 	<ul style="list-style-type: none"> ▪ Cynthia Munyon will make meeting facility arrangements. ▪ Mike Broshous will contact Chris Young. ▪ Cynthia Munyon will contact the Attorney General.

2009			
Date	Location	Presenter	Additional Information
March	General Membership Meeting		
	Rathbun Honey Creek Clubhouse	Developer's / Designer's / Contractor's	▪ Josh Doughan & John Barber will make meeting facility arrangements and identify presenters.
June	General Membership Meeting		
	Clear Lake	DIRT	▪ Josh Doughan & John Barber will make meeting facility arrangements and identify presenters.
September	CGI Summit		
	Ankeny		▪ Mike Broshous will secure facility locations.
December	Annual - General Membership Meeting		
	Des Moines		

2010			
Date	Location	Presenter	Additional Information
March	General Membership Meeting		
	Mt Pleasant		
June	General Membership Meeting		
	Des Moines		
September	General Membership Meeting		
	Sioux City		
December	Annual - General Membership Meeting		
	Des Moines		

2011			
Date	Location	Presenter	Additional Information
March	General Membership Meeting		
	Dubuque		
June	General Membership Meeting		
	Des Moines		
September	CGI Summit		
	Ankeny		
December	Annual - General Membership Meeting		
	Des Moines		

2012			
Date	Location	Presenter	Additional Information
March	General Membership Meeting		
	Iowa City		▪
June	General Membership Meeting		
	Des Moines		
September	General Membership Meeting		
	Okoboji		
December	Annual - General Membership Meeting		
	Des Moines		

2013			
Date	Location	Presenter	Additional Information
March	General Membership Meeting		
	Waterloo		
June	General Membership Meeting		
	Des Moines		
September	CGI Summit		
	Ankeny		
December	Annual - General Membership Meeting		
	Des Moines		

2014			
Date	Location	Presenter	Additional Information
March	General Membership Meeting		
	Red Oak		
June	General Membership Meeting		
	Des Moines		
September	CGI Summit		
	Storm Lake		
December	Annual - General Membership Meeting		
	Des Moines		

Business Plan

The CGI Executive Team goal is to develop a 3 to 5 year business plan over the next couple of months for membership review and approval. The business plan will help identify future proposed expenditures and assist in the PHMSA Damage Prevention grant application we plan to submit in 2009 with funding to be dispersed in 2010.

Damage prevention activity ideas discussed:

- Hands on training display booth at the Science Center
- Hands on training display booth at the zoo

- Creation of a Damage Prevention video / DVD
- Organizational structure
- Paid Media: Print Advertising, Billboards, Newsletters,
- Creation of “The Under Ground World” display box
 - Mike Broshous & John Barber will create for use at the Iowa State Fair / TSI Conference / Farm Progress Show
- IT computer based damage prevention educational program
 - LuAnn Allar will contact Cate Newburg to gain her thoughts.
- Free Lance Writer – Write articles about CGI and damage prevention placing them stakeholder magazines

Future CGI Executive Committee Meetings

Date: July 2, 2008

Time: 1:00 – 5:00

Location: Snyder & Associates, Ankeny IA

Adjournment

The meeting was adjourned at 5:30 p.m.

Review of Task Assignments

Topic	Action / Task Assignment	Person Responsible
TSI Conference	August 19 -21: Vendor display booth promoting membership benefits. Inform Marketing Committee to identify promotional giveaways...	LuAnn Allar
Best Practice Committee Goal(s) Roles & Responsibilities	Developing the committee goal(s) and the roles and responsibilities with a first revision due date of May 23, 2008.	Pete Vielhaber
Program Goal(s) Roles & Responsibilities	Developing the committee goal(s) and the roles and responsibilities with a first revision due date of May 23	Sally Fossum
Education Goal(s) Roles & Responsibilities	Developing the committee goal(s) and the roles and responsibilities with a first revision due date of May 23	Sally Fossum
Marketing Goal(s) Roles & Responsibilities	Developing the committee goal(s) and the roles and responsibilities with a first revision due date of May 23	Josh Doughan
Membership Goal(s) Roles & Responsibilities	Developing the committee goal(s) and the roles and responsibilities with a first revision due date of May 23	John Barber
Membership Database	Create CGI Membership database. Fields to be included in the CGI Membership database can be found on page 2.	John Barber
Iowa State Fair Booth	Contact Iowa One Call to ask if they would be willing to partner with CGI on the booth space.	Mike Broshous
Iowa State Fair Parade	Order CGA costume for Iowa State Fair parade	Mike Broshous
Farm Progress Show	Inform Marketing Committee to identify promotional giveaways.	LuAnn Allar
Farm Progress Show	Complete application & submit the invoice to Josh Doughan.	Sally Fossum
Amendment of April 2008 meeting minutes	Amend April 2008 meeting minutes to eliminate the telephone bridge statement and forward the amended minutes to Pete Vielhaber for posting to the CGI website	Mike Broshous

June 2008 General Membership Mtg Cedar Rapids	<ul style="list-style-type: none"> ▪ Contact Dave Schmidt to ask if he will be a presenter. ▪ Create autobiography and e-mail to LuAnn Allar. 	Mike Broshous
June 2008 General Membership Mtg Cedar Rapids	Contact Gaylord Construction to identify if he wants to be a presenter and if so identify which general membership meeting date would work best for him.	Pete Vielhaber
June 2008 General Membership Mtg Cedar Rapids	<ul style="list-style-type: none"> ▪ Create News Release and submit to all Iowa Newspapers. ▪ Make meal arrangements. 	LuAnn Allar
August 7, 2008 General Membership Mtg	<ul style="list-style-type: none"> ▪ Contact Marilyn Adams to ask if she will be a presenter. ▪ Make meeting room & meal arrangements 	Mike Broshous
TSI Conference	Create worker sign-up sheet and distribute at June Meeting.	Mike Broshous
Farm Progress Show	Create worker sign-up sheet and distribute at June Meeting.	Mike Broshous
October 2, 2008 General Membership Mtg	Secure location of meeting room in Atlantic	Cynthia Munyon
October 2, 2008 General Membership Mtg	<ul style="list-style-type: none"> ▪ Contact One Call (Design Tool) to ask if he will be a presenter. ▪ Contact Steve Stone to see if he can assist with obtaining a local presenter 	Mike Broshous
December 4, 2008 General Membership Mtg	<ul style="list-style-type: none"> ▪ Secure location of meeting room in IUB. ▪ . Contact Attorney General to ask if he will be presenter. 	Cynthia Munyon
December 4, 2008 General Membership Mtg	Contact Chris Young to see if she will be a presenter.	Mike Broshous
March 2009 General Membership Mtg	Make Rathbun meeting facility arrangements and identify presenters.	Josh Doughan & John Barber
June 2009 General Membership Mtg	Make Clear Lake meeting facility arrangements and identify presenters.	Josh Doughan & John Barber
September 2009 CGI Summit	Make Summit facility arrangements	Mike Broshous
The Underground World display box	Create for use at the Iowa State Fair / TSI Conference / Farm Progress Show	Mike Broshous & John Barber
IT computer based damage prevention educational program	Contact Cate Newburg to gain her thoughts	LuAnn Allar
July 2, 2008 CGI Exec Committee Mtg	Secure Snyder & Associates meeting room.	John Barber