



**Date:** June 11, 2010

**To:** CGI Executive Committee Members

**From:** Mike Broshous

**Subject:** June 11 2010 Executive Committee Meeting Minutes

On June 11, 2010 at 3:00 PM, the CGI Executive Committee held a conference call meeting.

Committee members in attendance include:

Chairperson	Mike	Broshous	Consolidated Utility Services, Inc.
Secretary	LuAnn	Allar	Alliant Energy
Treasurer	Josh	Doughan	Snyder & Associates, Inc.
Marketing Director	Sally	Fossum	Alliance Pipeline
Membership Director	John	Barber	Snyder & Associates, Inc.
Program/Meeting Director	Dave	Hraha	Iowa Association of Municipal Utilities
Web Site Coordinator	Pete	Vielhaber	Qwest Communications

Committee members not in attendance include:

Vice Chairperson	Cynthia	Munyon	Iowa Utility Board
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Agenda items discussed include:

**2010 PHMSA DVD Grant**

Pete Vielhaber provided the DVD update. Screen Scapes will begin shooting of the video on June 21, 22, 23, 28 & 30. Discussion was held on providing Chuck Speas a monetary gift for his assistance in the DVD project. Mike Broshous made the motion that CGI will send a thank you card and enclose \$50. gas gift card and a \$50 restaurant gift card to Chuck Speas. Sally Fossum seconded the motion and all members present voted in favor of the motion.

**Iowa Utility Board: Iowa Pipeline Safety Education Conference**

Mike Broshous provided the IUB – IPSEC update. CGI is able to register for a vendor booth only; not participating in the vendor sponsored appreciation night. Mike Broshous and Pete Vielhaber are developing the CGI presentation. No information is available on the survey registration form. Mike Broshous made the motion that CGI participate in the IUB – IPSEC vendor booth display and a \$50. VISA gift card will be the survey door prize. Pete Vielhaber seconded the motion and all members present voted in favor of the motion.

**Farm Progress Show:**

Discussion was held on the value and work activities associated with being a sponsor of the Farm Progress Damage Prevention booth. Sally Fossum made a motion that CGI be a sponsor of the Farm Progress Damage Prevention booth. Mike Broshous seconded the motion and all members present voted in favor of the motion. Volunteers to work the booth will be sought in the future.

**CGI Envelopes**

Discussion was held on the quantity and pricing contained in the CGI envelope quote. LuAnn Allar made the motion that CGI purchase 500 envelopes at a cost of approximately \$200. There will be no need for members to proof the envelope since it will contain only the CGI logo and return mailing address. Mike Broshous seconded the motion and all members present voted in favor of the motion.

**2010 PHMSA SDP Grant – 2nd Summit**

Discussion was held regarding marketing of the summit event. Sally Fossum will contact Hanser & Associates, AiA and other marketing businesses to request they provide CGI an itemized marketing sales proposal for the following:

- Internet ad banner advertising
- Shovel Invitations: Identify the cost for mailing 500 shovel invitations using the Associated General Contractor stakeholder list. The cost shall include invitation design, ink pen and mailing of the invitations.
- Postcards: Identify the cost for mailing 2000 postcard (5x8) invitations using the Iowa One Call stakeholder list. CGI will design the postcard, a vendor will print and mail the postcard.
- Press Release: CGI will write the press release, the vendor will distribute the press release and provide CGI a listing of the media vendors the news release was distributed to and a listing of the media vendors which used/communicated the news release.
- Des Moines Register: newspaper ad: Obtain two quotes.
  - Newspaper ad: Identify ad size and cost for placement of an ad in the Des Moines Register.
    - Provide a 2<sup>nd</sup> price containing above requirements and asking the vendor to create the ad.
  - Web banner ad: Identify ad cost for placement of a web banner ad on the Des Moines Register website.
    - Provide a 2<sup>nd</sup> price containing above requirements and asking the vendor to create the ad.
- Freelance Writer Newspaper article: Identify cost to have a free lance writer write an article containing interview excerpts from CGI and Iowa Attorney General.
- Radio: Do not obtain an estimate for this media avenue.

Sally will strive to contact and the discuss the above requests with the marketing vendors early next week.

Pete Vielhaber will activate the website Summit registration on June 18, 2010.

### Adjournment

The meeting adjourned at 3:50 PM.

### Review of Task Assignments

Topic	Action / Task Assignment	Person Responsible
CGI DVD: Farmer	Write Thank you and purchase a \$50 gas gift card and a \$50 restaurant gift card and mail to Chuck Speas.	Josh Doughn
Survey Questions	Develop the survey questions.	Cynthia Munyon
IUB: Iowa Pipeline Safety Education Conference	Create Presentation Register for vendor booth & print the membership / survey registration form Purchase \$50 VISA gift card.	Mike Broshous Pete Vielhaber
Farm Progress Show	Mail in registration form	Mike Broshous
Envelopes	Purchase envelopes	Sally Fossum
CGI Summit: Marketing Proposal	Contact marketing vendors to request they provide CGI an itemized marketing sales proposal.	Sally Fossum
CGI Summit: CGI Website	Activate the summit registration on June 18, 2010.	Pete Vielhaber
CGI Summit: Iowa One Call	Draft a letter to the Iowa One Call board of directors	Mike Broshous
CGI Summit: Logo	Request edits be incorporated into summit logo	Mike Broshous

### Next Meeting:

Wednesday June 17, 2010: Conference call at 3:00 PM.

**Toll-Free TN:** 1-877-533-9733

- Enter the Meeting Number: \*609 0447\*  
(Be sure to enter the \* star key before and after the Meeting Number)
- Moderator PIN: \*6205\*  
(Be sure to enter the \* star key before and after the Moderator Code)