



Date: July 2, 2008

To: CGI Executive Committee

From: Mike Broshous

Subject: July 2, 2008 Executive Committee Meeting Minutes

On July 2, 2008 at 1:00 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:

Website

Pete Vielhaber provided an update on the website. Changes made to the website include:

- Meetings tab: Next CGI meeting details and posting of the June 5, 2008 meeting minutes.
- News tab: As events associated with damage prevention become known they are added. The "Past News" link contains current and past damage incident articles within the state of Iowa.

Discussion was held on the page content, creation and location of a page for committee details. It was decided a Committee Reports page link will be placed on the left side of the web page. Pete will create and distribute a template allowing all committees to follow the same document format as utilized by the Best Practice Committee. Upon receipt of the template document, committees will then complete and return the document to the Executive Committee for review and comments prior to the August 7th General Membership Meeting.

TSI (Transportation Safety Institute) Conference

Cynthia Munyon provided an update on the TSI Conference. The conference will be held in West Des Moines on August 19 -21. Registration cost is \$100. for a vendor booth and \$165. for meeting attendance. LuAnn Allar made a motion that CGI will have a vendor booth focusing on membership recruitment and conduct a "Damage Prevention.. best to be proactive than reactive" presentation. The Marketing Committee will create the power point presentation. John Barber and/or Mike Broshous will present at the meeting. The Program Committee will create a sign-up sheet for staffing of the vendor booth. The vendor booth will contain the window shade banners, and the

marketing campaign / technique will be “You’re a smart cookie”. The Marketing Committee will be responsible for acquiring the needed materials for the vendor booth. Josh Doughan will submit \$100. for vendor booth registration (There is no need to submit the \$165. registration fee since members will be attending and registering on their own.)

Committee’s

Best Practice: Pete Vielhaber

The committee focus for 2008 is using the root cause information gained from DIRT. The issue of not being able to obtain state specific detail was discussed. The IOC (Iowa One Call) best practice comparison document was received.

Program: Sally Fossum

Mike Broshous has secured the West Des Moines Learning Center for the August 7th meeting. Marilyn Adams President and Founder of FS4JK (Farm Safety 4 Just Kids) will be our guest speaker at the August 7th General Membership Meeting. Discussion was held on whether payment or donations should be made to presenters and it was determined that at this time CGI would not pay or donate monies for presenters but CGI would seek out other means for displaying our appreciation. Mike Broshous made a motion that a certificate be created stating CGI will participate in six Farm Safety Meetings throughout Iowa in 2009. LuAnn Allar seconded the motion and all members voted in favor of the motion. The Program Committee will create the certificate of appreciation. Alliance Pipeline will also donate/provide a gift.

Education: Mike Broshous

Organizational activities are underway for the first Iowa Excavation Safety Summit. The summit is planned to be held in the fall of 2009. Mike Broshous will be attending the Pennsylvania Damage Prevention Summit on September 18, 2008. This will provide him insight into how the CGI 2009 summit will be set up.

CGI is registered to participate in the Iowa State Fair Parade. Mike Broshous will wear the “811” Bud-Lite character promoting call before you dig.

CGI is registered to participate in the Farm Progress Damage Prevention Tent.

CGI members will assist in staffing of the Iowa One Call booth at the Iowa State Fair. Once the sign up sheet is released from IOC, it will be shared with CGI members to solicit volunteers.

Marketing: LuAnn Allar

Discussion was held on the need to have the Marketing Committee chairperson Cate Newburg present at upcoming CGI Executive Meetings. It was determined that if Cate is available to attend the meetings she should be present.

The CGI “Who We Are” power point was created. The “One Voice. One Vision. One Iowa” tag line at the bottom of the power point will be updated to display upper and lower case lettering.

Shirts containing the CGI logo were designed. The Marketing Committee will work to identify the vendor. Members will incur the cost for purchase of the products. A link for placement of orders with the vendor will be placed on the website.

The marketing technique recommendation for the TSI conference is the “You’re a smart cookie”. Cost for 100 cookies is \$300. and the cards/brochures is \$133. Mike Broshous volunteered to print the “Who We Are” brochures for the vendor booth.

The marketing technique recommendation for the Farm Progress show is the small white shovel with logo and web address. Cost for 1200 shovels is \$720. and the 4 x 9 cards to attach to the shovel is \$440. Sally Fossum volunteered to print the “Who We Are” brochures for the vendor booth.

1200 ink pens containing the logo and web address can be purchased for approximately \$500.

The window shade banners focusing on membership recruitment are 33.5” by 79” at a cost of \$291.13 each. Discussion was held on whether this purchase should be included into the \$1500. allotment for promotional purchases. It was decided this would not be part of the promotional purchases.

CD’s were distributed containing current and updated letter head templates, final brochure pdf’s, and the upcoming events logo template.

The Membership announcement template was created. Members are able to import the “Logo and type upcoming events” and add information using Word.

The “Do you know what’s below?” marketing campaign idea was created. Discussion was held on deleting the “Always call before you dig” segment and replacing it with the CGA 811 logo. The Executive Team requested a window shade banner example be created using the CGA 811 logo. Upon viewing the example the executive team would then determine whether to purchase a third window shade banner.



Mike Broshous made a motion to have the Marketing Committee proceed with securing a vendor for ordering of shirts, pursuing the “You’re a smart cookie” purchase (cookies & cards) for the TSI conference, pursuing of only the shovel promotional item purchase for the Farm Progress show (due to budgetary restrains “The Ground Work for Success” card will not be purchased), pursuing of the ink pen purchase for upcoming membership recruitment activities with the total cost of all promotional items remaining at or below the \$1500. approved expense. Sally Fossum seconded the motion and all members voted in favor of the motion.

Mike Broshous made a motion to have the Marketing Committee proceed with the purchase of the two window shade banners. LuAnn Allar seconded the motion and all members voted in favor of the motion.

Membership: John Barber

John Barber provided an update on the creation of the CGI stakeholder database. Stakeholder contact information is being entered into the database. The Membership Committee is creating their own stakeholder list using public information lists and by contacting organizations for membership names. Discussion was held on whether CGI should pursue the purchase of a stakeholder list. It was determined that CGI would wait until the database is populated and the discussion would be pursued at the next the Executive Team Meeting.

The membership pledge form version 2.0 was reviewed. New fields added were county and company website address. Discussion was held on the:

- **Stakeholder category:** The heading of Pipelines Transmission or Distribution is confusing since it does not appear on one line. It was determined the category would be changed to Pipelines Transmission and Pipelines Distribution.
- **Contact Information Use Statement:** Cynthia Munyon will have a legal advisor review the statement.

A motion was made by Mike Broshous that the Membership Pledge form be approved pending legal review. Cynthia Munyon seconded the motion and all members voted in favor of the motion.

Discussion was held on the member contact information contained on the website conflicting with the Membership Pledge form Contact Information Use Statement. LuAnn Allar made a motion to have the website membership information display the company or association name followed by a contact name. John Barber seconded the motion and all members voted in favor of the motion. John Barber will update the spreadsheet and send to Pete Vielhaber for posting to the website.

Discussion was held on creating a Welcome Packet. Conversation centered on no membership fee and the savings would occur in lowering of member damage costs. The Membership Committee will research and present ideas at the September 4th Executive Meeting.

Discussion was held on creation of Golden Shovel Awards. The awards would become an internal marketing incentive assisting with association activities. For example the member able to assist in gaining of the most memberships would receive an award at the Annual CGI Meeting. Executive Team members are encouraged to identify additional ideas and the discussion will be continued at the September 4th Executive Meeting.

Common Ground Iowa Constitution and Bylaws:

Mike Broshous has updated the Common Ground Iowa Constitution and Bylaws and will send it to Pete Vielhaber for posting to the website.

CGI Promotional Opportunities:

Discussion was held on members taking pictures when at meetings and events. Articles could be written and submitted to Iowa newspapers. For example when Bud Lite is in the Iowa State Fair Parade, Farm Progress booth, TSI conference, etc. The discussion was tabled and will be discussed again at September 4th Executive Meeting.

Future CGI Meetings & Preparation Activities

General Membership

Our next general membership meeting will be held on:

Date: Thursday, August 7, 2008

Time: 10:00 AM – 12:00 AM

Location: West Des Moines Learning Center
3550 Mills Civic Parkway
West Des Moines, IA

Preparation Activities

July 7, 2008:

- The Membership Committee will send an e-mail to stakeholders on July 7, 2008 regarding the August 7th General Membership Meeting.
- Pete Vielhaber will update the Meeting website page noting the speaker name and place a link on the CGI website to the www.fs4jk.org website.
- Sally Fossum will contact Marilyn Adams to obtain a biography and notify her of the 10:30 – 11:00 presentation time.
- Pete Vielhaber will send out the Committee goal and roles template to Committee chairpersons.

July 25, 2008:

- Committee chairpersons will submit the Committee goal and roles template to the Executive Committee.

July 28, 2008:

- The Membership Committee will send a reminder e-mail to stakeholder on July 28, 2008 regarding the August 7th General Membership Meeting.
- The Marketing Committee will send out a news release to all Iowa newspapers regarding the August 7th General Membership Meeting.

August 6, 2008:

- Sally Fossum will create a work schedule sign-up sheet for the Farm Progress and TSI Conference for distribution at the August 7th meeting.
- Sally Fossum will purchase name tents for use at the August 7th meeting.
- John Barber will create a meeting attendance form for distribution at the August 7th meeting.
- CGI Executive Conference call at 3:00.

Executive Committee

Our next executive committee meeting will be held on:

Date: Thursday, September 4, 2008

Time: 1:00 PM – 5:00 PM

Location: Snyder & Associates
Ankeny IA

Adjournment

The meeting was adjourned at 5:00 p.m.

Review of Task Assignments

Topic	Action / Task Assignment	Person Responsible
Website	Create committee goal and roles template	Pete Vielhaber
Committee goal & roles template	Complete goal and roles template and submit to Exec Committee by July 25th	Committee Chairpersons
Website	Create page for committee reports	Pete Vielhaber
TSI Conference	Create Damage Prevention... best to be proactive than reactive" power point	Marketing Committee
TSI Conference	Send vendor booth registration and payment	Josh Doughan
TSI Conference	Create sign-up sheet for staffing of the vendor booth	Sally Fossum
Farm Progress	Create sign-up sheet for staffing of the vendor booth	Sally Fossum
August 7 th Meeting Program	Create certificate	Sally Fossum
IOC State Fair Booth	Obtain sign-up sheet for staffing of the IOC booth	Mike Broshous
Membership Power Point	Update tag line on power point to display upper and lower case lettering	Cate Newburg
Shirts	Proceed with securing a vendor for ordering of shirts send link and directions to Pete Vielhaber for website posting	Marketing Committee
TSI Conference - Cookies	Purchase 100 cookies and cards	Marketing Committee
Farm Progress - Shovels	Purchase 1200 shovels	Marketing Committee
Ink Pens	Purchase \$500. worth of ink pens	Marketing Committee
Window Shade Banners	Purchase 2 window shade banners and create a 3 rd window shade banner example using the "Do you know what's below" marketing idea.	Marketing Committee
Stakeholder List	Identify if need still exist for purchasing of a list	Membership Committee
Membership Form	Obtain legal advisement on Contact Information Use Statement	Cynthia Munyon
Membership Form	Update form and post to website	John Barber
Membership Spreadsheet	Update spreadsheet to display company name & contact name. Send to Pete Vielhaber for posting to the website.	John Barber
Membership Welcome Packet	Research & present ideas at the 9-04-08 Exec Mtg	Marketing Committee
Golden Shovel Awards	Identify ideas for internal marketing incentive	Exec Committee
Constitution & Bylaws	Send updated document to Pete Vielhaber for posting to the website	Mike Broshous
CGI Promotional Opportunities	Take pictures	All members
Aug 7th Mtg Prep Activities	07-07-08: Send an e-mail to stakeholders regarding the August General Membership Mtg	Membership Committee
Aug 7th Mtg Prep Activities	07-07-08: Update meeting website page noting speaker name & place a link on website to www.fs4jk.org	Pete Vielhaber
Aug 7th Mtg Prep Activities	07-07-08: Contact Marilyn Adams to obtain biography & notify her of presentation time	Sally Fossum
Aug 7th Mtg Prep Activities	07-28-08: Send reminder e-mail to stakeholders	Membership Committee
Aug 7th Mtg Prep Activities	07-28-08: Send out news release to IA newspapers	Marketing Committee
Aug 7th Mtg Prep Activities	Purchase name tents	Sally Fossum
Aug 7th Mtg Prep Activities	Create meeting attendance document	John Barber
09-04-08 CGI Exec Committee Mtg	Secure Snyder & Associates meeting room.	John Barber