

Ontario One Call
2020 Annual General Meeting



Meeting Date: Thursday, June 25, 2020
Location: GoTo Meeting Webinar
Time: Meeting Starts 9:00 a.m.

1.0 Meeting Opening

- 1.1 Call to Order – Scott Mudie calls meeting to order at 9:00 am.
- 1.2 Welcome from the Chair – Scott welcomes everyone. He outlines process of virtual meeting and questions are to submitted via email to cofficer@on1call.com
- 1.3 Description of Voting Process – Ballots sent via emailed to the voting members by the end of the meeting. Voting closes at 11PM on Thursday June 25.

Three voting topics are:

- 1. Slate of Director approval
- 2. Appointment of 2020 auditor – Donna A. Goldson
- 3. Fee Schedule increase of 2% for 2021

2.0 Previous Minutes

- 2.1 Approval – Enrico Scalera motioned to accept AGM minutes from 2019, seconded by Dean Dalpe. None opposed.
- 2.2 Matters Arising – No matters arising brought forth.

3.0 Report from Chair – Scott Mudie, Chair – updates attendees with a year in review

4.0 Report from Executive Director – Ben Hamilton, Executive Director

- Year-to-date Map Selection Notification savings. The notification volume comparison from April decreases and June 2019 increased volumes due to COVID-19 impact
- Ben reviews the ten 2019 priorities with and status to include:
 - o DIRT Report funding
 - o Single property ticket project
 - o New icons and mapping tools
 - o Development of Professional Locate Administrator Course
 - o Board approved five-year financial forecast

- Fee changes and by-laws changes will coincide with June AGM
- Marketing efforts to focus on online searches relating to excavation
- By-laws revised to improve Board Committee mandates and lengthen terms for continuity
- The Board participated in skills matrix survey. The survey results supported the recruitment process for new Board Members focusing in the areas of legal and governance.
- The 2020 plan in the three areas:
- Member Focus & Value
 - Mandatory damage reporting
 - Simplify ticket entry platform
 - Public right of way advance ticket entry for excavators
- Governance & Accountability
 - Locate sharing and compliance actions to help members and excavators
 - Enterprise Risk Management review completed.
 - Support working groups and outcomes of 2019 Late Locate Symposium
- Openness and Transparency
 - Modernize by-laws
 - Review incentive-based billing model
 - Board training and development sessions
- Ben delivers COVID-19 response update. Since mid-March, 90% of staff working from home with no interruption to service
 - Both offices will have a partial re-opening July 6th abiding to all safety guidelines and JHSC inspections
- Late Locate Symposium held December 2 – 4, 2019.
 - Excavators, Members, LSP and Ontario One Call staff participated. Collaborative work continues for five working groups.
 - Five key topics developed:
 - Dedicated Locator
 - Forecasting
 - Pressure Points
 - Data In/ Data Out
 - Compliance/Enforcement

- Fee Schedule Increase
 - o 2% increase fee increase one of three questions on the electronic ballot vote
 - o Additional funds directed to Compliance activities, telecommunications costs and inflationary costs compensation and services

5.0 Report from Treasurer – Karen Marner, Treasurer

- Revenues were up from \$ 8.1M in 2018 to \$ 8.3M in 2019
- Expenses increased from \$8,4M to 9.2M primarily due to IT improvements
- Appropriate cash reserves in place
- Financial outlook is positive for 2021

6.0 Appointment of Auditor for 2020-2021

- Donna A. Goldson put forth as auditor for 2020 via electronic ballot

7.0 Elections of Directors

- Membership to vote on Slate of Directors via electronic ballot

8.0 Report from Operations Committee – Bav Mistry, Chair of Operations Committee

- Bav introduced new Operation Committee members
- Committee agenda items were:
 - o Terms of Reference
 - o By-Law Amendments
 - o Project Locate Initiative
 - o System Enhancements
 - o Late Locate Symposium participation
 - o Locate Validity
 - o Communications

9.0 Update on System Changes - Katie Gotsman, ON1Call

- MSN has successfully reduced notifications to members
- Phone-to-web transition increased web usage from 76% 2018 to 84% March 2020
- Overall service level for 2019 of 85% exceeded set target of 80%
- Reducing mapping coverage could benefit the member in the reduction of locate, administrative costs, improved locate timeliness, better resource management and improved locate effectiveness and communication
- Upcoming changes to the web portal including improved descriptions and process flow for the contractors, homeowner and member. Simple requests with fewer questions, single civics, perfect for smaller excavation. Advanced requests will

contain more information such as permit number, project number, expected end date of excavation, multiple civics accepted for larger excavation

- The updated web portal incorporates easy to understand questions, helpful hints, additional space for information, new search layout, new account settings and a map selection tutorial
- Beta testing to begin early 2021 with a call for volunteers in Q4 2020.

10.0 Update on Marketing Programs – Ian Simpson, ON1Call

- *Marketing:* Awareness campaign “protecting the ones you love” featured two commercials, radio and retail partners with Home Depot and many nurseries
- The creative team modernized web site and launched new URL www.ontarioonecall.ca.
- Creative resources tool kit now available to all members through the web site generating consistent messaging promote OOC services
- Public aided awareness up 10%
- GET THE DIRT campaign enforces any size excavation matters message
- *Education:* Training and Education to release Professional Locate Administration course in September 2020.
- PLAC is an in depth, learn at your own pace, online training consisting of 9 modules
- *Compliance:* 2019 experienced a massive spike in complaints against members primarily relating to late locates.
- Complaints by geographical area hot spot from 2016 – 2018 was Toronto however in 2019 Hamilton-Niagara became the focus.
- Staff hyper focused their efforts conducting regional meetings and one-on-one monthly reporting

11.0 Review of Fee Schedule Item

- Performance based billing membership consultation slated for September – details to be finalized

12.0 Formal Adjournment of AGM Business

- Motion to adjourn by Enrico Scalera at 10:23 am. Seconded Dean Dalpe. None opposed