## ORCGA Events and Education Committee Meeting Minutes

## July 11, 2018 9:00 a.m. – 12:00 p.m. ORCGA Office/Teleconference

Attendees:	Company:
Crystal Bedore	Ontario One Call
Jody Howze	Enbridge
Tracey Sims	Union Gas
Adam Sampson	Own Your Safety
Sara Ward-Paige	Hydro One
Stephen Huza	Drainall
Gretchen Gordon	Trans Canada
Brice Brown	Hetek
James Stieva	Super Sucker
Ben	WSP Engineering
Jennifer Parent	ORCGA
Ashleigh Fehr	ORCGA

Agenda Item	Notes	Action Item
Review of Agenda	<ul> <li>Jennifer made a slight change – added Kim to give update on the DPT program</li> </ul>	
Review of Draft Minutes	<ul> <li>No one had any changes to the minutes from the May meeting</li> </ul>	Motion to pass minutes: Crystal Second: Steven
DPT Training Program Updates	<ul> <li>Schedule is on the website</li> <li>Changed to accommodate people in less populated areas</li> <li>New fee schedule; essentially, the more participants that attend the course, the cheaper the cost</li> <li>Class sizes are 5-25</li> <li>Sending out eblasts every week to keep interest</li> </ul>	
Excavator Training Program Status Update	<ul> <li>Doug still working with industry experts (writing the course) still in progress – going forward</li> <li>No specific updates right now</li> </ul>	
Educational Resources Dig Safe Brochure and Website Update	<ul> <li>Content hasn't changed much but the look was updated</li> <li>More focus on communicating what Dig Safe is</li> <li>Get a small committee together</li> <li>2 separate brochures (1 for homeowners and 1 for contractors)</li> <li>Need to add something for private locates</li> <li>Lead them to the website for more in depth information</li> <li>Now mobile friendly</li> <li>No rush to update – time to digest and come up with content for contractors and homeowners</li> </ul>	Committee: Crystal, Gretchen, Steven, Jennifer, Tracey and Ben

Review Getting Around Underground Presentation Newsletter	<ul> <li>Doug has questions and asked for the conversation to be deferred until he can join the meeting</li> <li>Could create a different presentation – 5 minute tailgate for the website for people to download – just a couple slides for them to refer to for their meetings</li> <li>Idea was to cut it down and just have different modules on the website for people to look at</li> <li>Could put a new tailgate talk in the newsletter for people to use/refer to (one page PDF)</li> </ul>	
Tim Horton's Recap	<ul> <li>TransCanada did advertising across Quebec locations (on route locations)</li> <li>Run them on tv screens in locations</li> <li>15 second videos that talk about contractor info, homeowner info, costs to everyone of not calling in for a locate – run on a loop for one month (500 locations) – 24 hrs/day</li> <li>Approx \$22,000 for all locations</li> <li>Ontario is approx. \$50,000</li> <li>OOC advertising budget is allotted this year – could revisit next year</li> <li>Would be a huge impact to ORCGA budget – could contribute a small portion of the \$50k</li> <li>TV would reach more than radio</li> <li>More instances of no calls for locates this year – could entice higher ups to get on board</li> </ul>	Crystal, Tracey, Sarah, Jody, Gretchen f/u with their organizations to get info on spending options Gretchen going to get more information to send out (cost and options) (reach info like for Quebec)
Symposium 2018 Vendor Feedback	<ul> <li>No formal feedback has received yet</li> <li>Need to pursue again</li> <li>Stephen following up with Jamie Bradburn</li> </ul>	
Symposium 2019 Update	<ul> <li>Open registration in October (takes place in February) – would give us 5 months for people to register (busy time over Christmas) – increases sales and registration</li> <li>Get a small group together to start talking about speaker selection</li> <li>Tracks – Education, Incident, Infrastructure, Technology</li> <li>Damage Prevention – anything that would work or relates to it – ask people what they have – can use it or don't have to – get admissions</li> <li>Tailor content to draw people – vendors</li> <li>Ensure the Symposium tracks are inviting the people that vendors want to do business with</li> <li>Companies that rent equipment to home owners need to better communicate the damage prevention process – how do we make that happen?</li> </ul>	Small committee: Jennifer, Ben, Crystal, Gretchen, Ophir Jennifer to follow up with Michelle (Fortis BC) wrt rental/association Insider knowledge about municipal committees- Jennifer to ask if there's other municipal safety committees

Colf 2018 Undata	<ul> <li>Entimated profit © 200 patural © 45,000</li> </ul>	
Golf 2018 Update	Estimated profit \$8,800 actual \$15,800	
	<ul> <li>Best performing tournament was \$10,300</li> <li>Beaple were still registering the night before</li> </ul>	
	<ul> <li>People were still registering the night before and day of the tournament</li> </ul>	
	<ul> <li>Lots of messaging people – named the</li> </ul>	
	previous attendees – helped with registration	
	<ul> <li>224 previous year this year 242 (paid green</li> </ul>	
	fees)	
	<ul> <li>Sponsorship sales went up with new packages         <ul> <li>sold out!</li> </ul> </li> </ul>	
	• Got Bond Head for the same price that Station	
	Creek would have been – can't go back unless	
	golf registration is raised significantly – will	
	likely go back to Station Creek next year	
	<ul> <li>Station Creek closure is \$23k, Bond Head is \$36k</li> </ul>	
	Recap is on the ORCGA website	
	Last year 142, this year 205 surveys collected	
	<ul> <li>Idea for next year – keep it shorter by doing</li> </ul>	
	standing reception (drinks and apps) – could be	Jennifer going to F/U
	a survey question	with her old
	More food on the course     Comments on dov:	association on how
	<ul><li>Comments on day:</li><li>More than one person wins the survey prize</li></ul>	the stand-up reception
	(was large) – split it up	went (tourney in
	<ul> <li>Women's contest (add one)</li> </ul>	September) and bring back feedback
	<ul> <li>No 50/25/25 tickets available to be sold at</li> </ul>	
	dinner – money had been counted/validated,	
	put into the script and locked money in safe -	
	for next year can build it in so that tickets are	
	sold all day (could have some one go around in	
	a golf cart and offer tickets for purchase) – need	
	to make it clearer that you can use a credit card	
	to purchase tickets	
	A sign to identify contest holes	
	Have coffee stations available rather than     served at disper (loss waiting)	
	<ul> <li>served at dinner (less waiting)</li> <li>Golfer confirmation to include CC information</li> </ul>	
	for My Safe Work/League of Champions	
	<ul> <li>More info about MSW LoC</li> </ul>	
	<ul> <li>More comments welcome – send an email to</li> </ul>	
	Jennifer	
Locate Rodeo 2018 Update	Developing project plan	
	Sponsorship went out	
	Working on site details	
	<ul> <li>Planning has been impacted due to golf – giving the LB 100% focus</li> </ul>	
Round Table Discussion	<ul> <li>giving the LR 100% focus</li> <li>Moving to event online registration – starting</li> </ul>	
	with DPT to keep it small to start	
	Open registration for this committee as the	
	guinea pigs to ensure everything works and	
	runs smoothly	

<ul> <li>Utilize it for everything: DPT, GCs, Locate Rodeo, Symposium, Golf</li> <li>All communications, payments/confirmations, comes with app</li> <li>Online launch date TBD</li> </ul>	
<ul> <li>How to read a locate:</li> <li>E&amp;E believes there needs to be an editable and common locate sheet for Ontario</li> <li>EEC would like BPC to review this concept</li> <li>Request is based on multiple requests throughout the province</li> </ul>	Bring forward to Best Practices Committee

Next meeting Dates: September 12 November 7