

ORCGA Events and Education Committee Meeting Minutes

May 9, 2018

9:00 a.m. – 12:00 p.m.

ORCGA Office/Teleconference

Attendees:	Company:
Crystal Bedore	Ontario One Call
Bill Sheane	Blue Water Ideas
Tracey Sims	Union Gas
Adam Sampson	Own Your Safety
Sara Ward-Paige	Hydro One
Dave Wulff	Vivax
Brice Brown	Hetek
Jennifer Parent	ORCGA
Ashleigh Fehr	ORCGA

Agenda Item	Notes	Action Item
Review of Draft Minutes	No minutes to review	
New Events (Curling)	<ul style="list-style-type: none"> • Still a possibility for the fall - Members and nonmembers • GTA area or branch outwards? • Good feedback – interest in event • Decide if we want proceeds or break even? • Come up with a plan, purpose, etc. • Reviewed Jennifer’s spreadsheet which outlines the time commitments for current events • When would we have the time to plan and execute events successfully? Multiple projects will overlap • When thinking about upcoming events, we need to think about if it’s possible to plan well/effectively • Maybe next year – revisit 2019 • Cannot happen this year in the fall 	Revisit in 2019
Excavator Training Program Status Update	<ul style="list-style-type: none"> • If the EEC have any questions/feedback, the committee is to summarize for Doug to take back to the board meeting • Questions for Doug? No • Will be discussed at the ORCGA Board Meeting– no feedback yet 	
Educational Resources	<p>ORCGA Web Page</p> <ul style="list-style-type: none"> • Educational info resides on Dig Safe • Mainly events and DPT • Not much info on E&E Committee page • Should be adding minutes, pics, interesting info • Reviewed site • Neither sites have been updated since Jennifer first launched them 	Jennifer – ask how IHSA maintains versions of their downloadable documents.

	<ul style="list-style-type: none"> • Jennifer asked for input awhile back but didn't receive any • Replicated info, made websites responsive (for hand held devices) and is now secure (https), fresher templates – slight enhancements • Resources available for membership • Possible link to dig safe site? • Do we want the presentation (GAUG) available to everyone? How can we do that? • No password system, just the website • Could put an image/preview slides – email ORCGA contact to get entire presentation – would be the easiest to set up – don't need a password and control the versions (could add "last downloaded") – promote it in the newsletter and social media • Committee agreed that no form should need to be filled out to secure the documents. The simple method would have a preview of documents available and people wanting GUAG would have to email ORCGA for document instead. • Include events we have occurring to attract more people <p>Newsletter</p> <ul style="list-style-type: none"> • 16 issues per year • The Tolerance Zone – most recent newsletter • Jennifer highlighted the newsletter • OOC/other members asked for content • Editorial and advertorial – need to ensure the difference • No advertorial currently • Looking for variations on content for education • Note to members – dig safe core content (fun stuff – Bingemans Diggerland?) <p>What does ORCGA offer for educational material/handouts?</p> <ol style="list-style-type: none"> 1. Colour codes 2. How to read a locate 3. Blue brochure – call/click before you dig <ul style="list-style-type: none"> • Most of our info is GCs, events – not a lot of print • OOC combining the brochure – one for both homeowners and contractors • Doesn't mention private locates – add front OR backyard 	<p>Sara – try to get a mock locate sheet to bring to the committee</p> <p>ALL – next meeting talk about blue brochure content – Everyone needs to review brochure prior to next meeting</p> <p>Jennifer – send out brochure to committee</p>
ORCGA Marketing Initiatives	<ul style="list-style-type: none"> • Any way to pull money together to get a better campaign? • Example: advertise at every Tim Hortons in Ontario? (Tims TV) 	Jennifer – send committee the details for Tims and Path

	<ul style="list-style-type: none"> • Submit request to board of directors? • Other locations that would be beneficial? (public transit, Bingemans, Vaughan Mills, Canada's Wonderland, Niagara Falls/Casinos, CNE, sporting events) • Define target audience – tailor marketing towards that group 	<p>(downtown TO) information</p> <p>Crystal – ask for OOC report – what direction they're going in</p>
Symposium 2018 Vendor Feedback	<ul style="list-style-type: none"> • Crystal didn't receive information – discuss at another time • Jennifer spoke to and is meeting with various vendors for feedback – collecting information • Speaking with out of industry people to get as much info as possible 	<p>Tabled for next meeting</p>
Symposium 2019 Update	<ul style="list-style-type: none"> • Anticipating vendors pull back • Went for several site visits • Sheraton on the Falls – signed up for 2 years <ol style="list-style-type: none"> 1. Feb 12-16, 2019 2. Feb 9-13, 2021 • Big concessions for booking 2 years at a time • Money saved – use to enhance vendor trade show • #1 goal – attrition and restoring good will • Can put something on the website 	
Golf 2018 Update	<ul style="list-style-type: none"> • Registration has gone well • 151 registrants – double sell out 288 – 7 weeks to go • People are sending more participants this year • A lot of sponsors haven't registered yet • \$19,400 sponsorship last year – already sold \$14,600 • Sponsors are purchasing items that we would have had to cover the cost of • Goal to hit \$10,000 profit – last year was approx. \$8,700 	
Locate Rodeo 2018 Update	<ul style="list-style-type: none"> • Timeline is tight – meeting and working to get planning going • Event date: Jennifer sent out 5 proposals, Seneca, Georgian college, etc • Targeted 2 weeks in August 17th or 24th for competition day – offered a Saturday too • Pursue Georgian – try to firm up the 17th – have done it there before and residence on site • Locate meeting scheduled for Friday (May 11) • T2 shouldn't have to pay (comp) as a thank you for putting so much time into the event • Easier to use 2 wheels opposed to 3 – event will be faster, simpler and finish on time 	<p>Jennifer – to follow up with Georgian ASAP for the 17th</p> <p>Look for Georgian maps</p> <p>Jennifer – reach out to volunteers from last year – lock them in for the date as well as the invites</p>
Clarify Role of Committee	<ul style="list-style-type: none"> • Golf – no committee involvement currently • Commit to volunteering on the day of the event – if possible • Terms of reference to be updated? 	<p>Jennifer – look for email as to why the Events and Education committees merged</p>

	<ul style="list-style-type: none"> • Sub committees for each of the events and one person from E&E attend a committee – bring back to this table? • Does there need to be 2 committees – one for events and one for education • Priority – manage events information – contacts, planning info, etc • Committee could help with events/knowning what the tasks are that need to be done • Identify tasks that can be delegated quickly without a lot of teaching/transferring information • Locate rodeo – volunteer roles are highly defined – use the same people for the same tasks if possible • Power meetings for each event – only that event on the agenda? • Have one person from the committee as the chair of each event? • Survey to E&E committee to see if there is an event they are passionate about to head up a sub committee • How often should the committee meet? • Currently every other month – could have a short meeting in between 	<p>Jennifer – investigate volunteer management</p> <p>Jennifer – will have an update Friday as to what she needs from the committee for the locate rodeo</p> <p>Jennifer – draft checklist for locate rodeo – send out for Friday meeting</p> <p>Ashleigh – to send out next meeting event invitation</p>
Round Table Discussion	<ul style="list-style-type: none"> • Any other swag available? – sweatshirts or umbrellas • Change so that our inventory is managed online – order on demand 	

Next meeting Dates: July 11
September 12
November 7