



## IEUCC 811 Council Meeting Minutes

**Date:** March 10, 2026 | 11:30 am PST

**Location:** Avista Conference Room | 2604 N Dollar Rd, Spokane valley, WA 99212

**In Person Attendees:** See sign-in sheet on file for in-person attendance.

**Virtual Attendees:** Stacey Barrett (IEUCC Staff), Michael Johnston, Bruce Hathaway, Cathy Griffiths, Scott Gallegos, and Karen Gemmell

### Call to Order

The meeting was called to order by the President. A quorum was confirmed.

### GENERAL BUSINESS

#### Minutes

Board reviewed minutes from the March 10, 2026 meeting. A motion was made to accept the minutes. A second was made and it passed unanimously.

#### Invoice Approvals

The Council reviewed and approved payment of outstanding invoices, including:

- One Call Concept Invoice - \$12, 349.10
- Nationwide Insurance - \$1,235.00

#### Financial Statement Review

The Council reviewed the February month-end financial statement and discussed ongoing financial reporting procedures. S. Barrett noted that financial records are currently being digitized and reconciled as part of the transition process. The Council approved a \$2,500 Platinum sponsorship for Dozer Days and authorized a \$2,000 budget for tax preparation services related to the transition to digital financial processes.

The board reviewed current social media advertising costs and metrics for Call Before You Dig. S Barrett reported that the advertisements currently run at approximately \$4–\$5 per day and target both homeowners and excavators. The council agreed to table final approval of the reoccurring advertising expenses until the April meeting, when additional analytics on the advertising performance will be provided. A motion was made to approve the \$264 invoice. A second was made and it passed unanimously.

#### One Call Concept Report

Gallegos reported a 42.1% increase in inbound tickets for the month, noting that the inbound-to-outbound ratio exceeded 6 for the first time since January 2022.

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## **PUBLIC OUTREACH**

### **Advertising**

The Council discussed advertising strategies to promote IEUCC 811, focusing on targeting specific zip codes, evaluating billboard and digital advertising options, and exploring potential partnerships with rental companies and local sports organizations to broaden community visibility. IEUCC staff and the Executive Council are currently drafting the 2026 association budget, which will help guide advertising priorities and overall budget allocation decisions.

### **Dozier Days**

The Council discussed attendee interaction ideas for Dozer Day, focusing on ways to increase engagement and visibility at the IEUCC 811 booth. IEUCC will participate as a \$2,500 Platinum sponsor for Dozer Days. Members are welcome to volunteer at the IEUCC 811 booth during the event on May 2 and 3; please let us know if you are interested in helping.

## **CONTRACTOR OUTREACH**

### **2027 Contractors' Breakfast**

The 2027 Contractor's Breakfast is scheduled for January 20, 2027, at the CenterPlace Regional Event Center.

### **Contractor Engagement Strategies**

The Council discussed strategies to strengthen contractor engagement at IEUCC events, including exploring partnerships with local organizations and contractor associations to expand outreach.

### **Next Board Meeting\***

April 14, 2026 at 11:30 am at the Spokane Water Dist. In Spokane Valley, WA.

There being no further business to come before the Board, the meeting was adjourned.

***\*Date, time and location subject to change.***