



IEUCC 811 Council Meeting Minutes

Date: May 12, 2026 | 11:30 am PST

Location: Spokane Water Dist. #3 | 1225 N Yardley St - Spokane Valley, WA 99212

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

Virtual Attendees: Stacey Barrett (IEUCC Staff), Scott Gallegos, Kim Boyd, and Bruce Hathaway

Call to Order

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

GENERAL BUSINESS

Minutes

Board reviewed minutes from the April 14, 2026, meeting. A motion was made and seconded to approve the minutes as presented. Motion carried.

Invoice Approvals

No additional invoices were presented beyond previously approved recurring payments.

Financial Statement Review

S Barrett presented the financial report and discussed upcoming changes to the financial reporting format and billing structure.

Discussion included the pending approval of the 2026 budget, which will allow members to better track budget performance throughout the year. Per a prior request, a monthly snapshot has been added to the financial reports to show both monthly and year-to-date figures.

S Barrett noted that 2026 year-to-date financial comparisons may differ from 2025 due to the transition to billing through One Call Concepts.

A motion was made and seconded to approve the financial report. Motion carried.

Bylaws Restructure

The Council discussed restructuring the association bylaws, noting that the current bylaws

were originally developed by Washington Water Power and have been amended over time, resulting in inconsistencies throughout the document.

Discussion included outdated language and conflicting voting structures between sections of the bylaws.

S Barrett outlined the proposed timeline for the restructuring process:

- May: Formal notice to members regarding the bylaw review process.
- June 1: Initial draft distributed to members for review and feedback.
- August 1: Deadline for member feedback and redlined edits.
- August: Executive Committee review of member feedback and legal compliance review for Oregon and Washington nonprofit requirements.
- September: Final draft distributed to members for voting.

Following member approval, updated bylaws will be filed with the IRS and the Oregon and Washington Secretaries of State.

Members were encouraged to actively review the draft documents and provide feedback to help guide the future structure and direction of the association.

One Call Concept Report

Gallegos reported that the billing transition is taking place this month and noted that part of the process will be manual due to the volume of historical billing data involved. A reminder communication email was sent to members the previous week.

Boyd stated that invoices are expected to be distributed later in the week or early the following week. Members have already begun responding with updated billing contact information.

Gallegos also presented the April ticket volume report. Inbound tickets were slightly lower compared to April of the prior year, though year-to-date inbound volume remains higher overall. Outbound tickets increased 14.17% over the prior year.

The positive call rate decreased slightly to 78.66%, marking the first time below 80%; however, it remains above the discount threshold and above last year's rate of 78.05%.

The in-out ratio improved from 5.17 to 5.56, reflecting stronger revenue performance. Seasonal increases in homeowner activity were noted as a likely factor impacting the positive call rate.

Overall ticket activity and revenue trends remain positive and above prior-year performance.

PUBLIC OUTREACH

Dozer Days

The Council reviewed the recent Dozer Days public outreach event and discussed lessons learned for future participation.

Discussion included logistical challenges related to accessing booth materials while the office was closed on Friday. The Council agreed improvements will be made for future events. S Barrett is compiling a checklist of materials and supplies needed to improve event coordination moving forward. Additional discussion included relocating event swag and outreach materials to the storage unit to improve weekend and after-hours access.

Advertising

The Council discussed a billboard advertising proposal from Lamar to promote the 811 message during the digging season.

Discussion included the importance of expanding public awareness efforts, particularly targeting homeowners and small contractors. S Barrett reviewed two proposals from Lamar:

- Proposal 1: 15 billboards for an 8-week campaign running June 1 through July 26.
- Proposal 2: 12-week campaign running June 1 through August 23, including 12 rotating posters, 3 static boards, 1 digital board, and 5 bonus static boards.

Members expressed support for the longer campaign, noting that digging season extends through October, and that extended visibility would provide greater outreach value.

The Council discussed billboard creative concepts and recommended imagery focused on homeowners and everyday digging activities, rather than large excavation equipment, to make the message more relatable to the general public. Boyd confirmed that the One Call Concepts creative team can assist with billboard design once specifications are received from Lamar.

S Barrett will follow up with Lamar regarding contract details and design specifications and forward materials to Boyd and the OCC design team. The Executive Committee will review and approve the final creative design.

A motion was made and seconded to approve moving forward with Lamar Proposal 2 in the amount of \$12,000. Motion carried.

Additional Outreach

The Council discussed additional outreach strategies to increase 811 awareness among homeowners and contractors.

Discussion included the importance of educating homeowners, who may not realize 811 requirements apply to smaller projects such as planting trees, fencing, and sprinkler installation.

Additional outreach ideas included partnerships with retailers and industry associations to help expand public awareness efforts. Boyd noted that some states partner with retailers such as Home Depot and Lowe's for educational messaging in garden centers. S Barrett also suggested outreach partnerships with nonprofit and industry associations, including landscape and home builder organizations.

Additional ideas included partnerships with equipment rental companies and guest speaking opportunities at industry association meetings to help promote safe digging practices.

S Barrett will continue researching partnership opportunities, advertising options, and estimated costs to help inform future 2027 marketing and outreach budget discussions following the Dig Breakfast event.

CONTRACTOR OUTREACH

2027 Contractors' Breakfast

The Council discussed plans for the 811 Dig Breakfast, scheduled for January 20, 2027, at the CenterPlace Regional Event Center.

ADDITIONAL DISCUSSION

The Council discussed several ongoing operational and field-related concerns impacting members and locating activities.

Discussion included industry compliance challenges, ticket usage practices, communication between stakeholders, and opportunities for continued education and process improvement.

Members also discussed the importance of maintaining open communication and utilizing available resources to help address concerns as they arise.

The Council agreed to continue monitoring these concerns and explore potential solutions and educational opportunities moving forward.

UPCOMING EVENTS

The Council discussed upcoming industry events, including the One Call Users Group (OCUUG) meeting in Scottsdale on September 22–24 and the Joint States Meeting at the Coeur d'Alene Casino on October 13–15.

Members were encouraged to check with their employers regarding sponsorship opportunities. The Council may consider sponsoring additional attendees closer to the event dates based on participation and available funding.

Additional registration information for OCUUG will be shared once available.

PURPOSE DISCOVERY DOCUMENT AND MISSION DEFINITION

The Council discussed defining the association's mission and long-term direction as part of the bylaw revision process.

A purpose discovery document was distributed as a starting point for discussion and member feedback. Members were encouraged to review the document, provide comments or redlined edits, and return feedback at the next meeting.

Additional resources related to mission development and organizational planning will be shared with interested members.

Next Board Meeting*

June 9, 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.