

Publicity Committee Meeting Minutes - Zoom
November 7, 2023

Voting Members: Jaimie Lemke, Alba Vogland, Melanie Lewis, Megan Moore, and Connor Toney.

Non-voting members: Josh Thomas, Kitty O'Keefe, and KC Chumachenko.

Guests: none

Minutes

Announcements and Introductions:

- a. Jaimie called meeting to order at 11:00 am and introductions were made.
- b. Melanie moved to accept the minutes from 01.26.23 and Alba 2nd the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Jaimie welcomed members.

Old Business:

- a. Scoring matrix for Publicity Committee (See Josh's full ppt Attachment 1)
 - o Jaimie would like Josh and Kitty to work on the matrix.
 - o Melanie asked how scoring was done and Josh explained: he envisions an issue summary/report card how decisions were made.
 - o Jaimie asked timeline for matrix: February 2024 at the latest
- b. Review of 2023 efforts with Alpha Media and Royle's Media
 - o Members reviewed both vendors campaigns that ran during 2023.
 - o Josh shared Royles 2024 campaign recommendations:
 - Geographical Targeting
 - Social Ads
 - YouTube Ads

New Business

- a. Budgeting priorities for 2024
 - o Kitty shared our current 2023 approved budget (see attachment)

- Combined media contract or status quo?
 - Invitation to bid discussion
 - Three (3) for competitive bid
 - Combine and not separate
 - Members like the idea; once matrix has been presented, get the invitation to bid out.
- Sponsorships for 2024 – same comments/feedback as noted above.
- Grants, partnership to expand reach new opportunities.
 - Josh shared what he learned at UG2023. There is opportunity from PHMSA grants. Grants include State Damage Prevention (SDP), Technical Assistance Grants (TAG), and One Call Grants. States work with their PUC/pipeline safety to apply. Possibilities up to \$100k, but competitive. Members discussed time it takes to submit paperwork for grants, deadlines, etc. Josh will reach out to Kevin and Ann Marie for history, timeline, etc.
 - Keeping You Safe Campaign – KGW. Kitty will work on partnering and outreach. See if we can partner with NWN, PGE, and other stakeholders to support this campaign and help cover costs.
- New ideas to consider:
 - Next Door ads: UG2023 discussion
 - Building permits: Royle Media
 - Outhouses/Porta Potties: Jason Williams
 - Grocery bags: Kitty reported on combine efforts; OCC outreach has discussed.
 - Gym towels
 - Theater ads: Wasco UCC
 - Equipment rental company and sales websites
 - New signage – housing development, job sites: Jason Williams has provided ideas.
 - How do we implement these ideas? UCCs?

For the Good of the Order: Josh will follow up on – Scoring matrix, grants, KGW partnership and invitation to bid.

Next meeting: January 2024, before board meeting on the 18th.

Motion to adjourn by Megan and 2nd by Melanie at 12:13pm

Submitted by Kitty O'Keefe on November 27, 2023

2023 Publicity Budget

	BUDGET	PAID	DIFFERENCE
ADVERTISING #511			
Alpha Media (year round)	\$20,000	\$20,000	\$0
Royle Media - 4 month Campaign + Monthly Google Ad charges	\$20,000	\$20,000	
PSAs - April Safe Digging Month & National 811 Day	\$0	\$0	\$0
SUBTOTAL	\$40,000	\$40,000	\$0
Dormers #515.1			
#515.1: Dormers - Online Store purchases.	\$87,500	\$82,000	\$5,500
	\$87,500	\$82,000	\$5,500
#514			
OUCS State and Local Council Assistance	\$60,000	\$60,000	
SUBTOTAL	\$60,000		\$0
SPONSORSHIPS #519			
Dozer Day - Eugene, OR	\$1,500	\$1,500	
JJ Harrison	\$500	\$500	
Dozer Day - Vancouver	\$500	\$500	
Hillsboro Hops	\$2,500	\$2,500	
St. Paul Rodeo	\$0		
NWUCA Directory 1/2 pg ad	\$1,400	\$1,330	
MUCC Golf Tournament	\$0		
Legislative Day	1000.00		
SUBTOTAL	\$7,400	\$6,330	\$1,070
MISC. #518			
Other (general)	\$0	\$0	\$0
2024 Dashboard Calendars	\$10,000	\$6,727	
Outdoor Banners	\$15,000	\$6,000	
SUBTOTAL	\$25,000	\$12,727	\$12,273
	\$219,900	\$201,057	\$18,843

OUNC Publicity Planning Matrix

	Impressions	Cost	Visibility	Engagement	Audiences	Behavior	Metrics	Average
Digital marketing firm 1	8	7	8	8	9	7	9	8.0
Digital marketing firm 2	9	7	8	4	9	5	9	7.28
Ad Buyer	7	7	8	4	9	5	9	7.0
PSA campaign	8	5	7	5	4	6	5	5.71
Team sponsorship	7	5	8	4	3	3	7	5.43
Awareness campaign	6	3	9	2	6	3	8	5.28
Event sponsorship	4	4	4	3	3	3	4	3.57

- **Impressions** – How many sets of eyeballs?
- **Cost** – Overall cost with the estimated cost per person reached
- **Visibility** – How noticeable was our message, did it garner attention?
- **Engagement** – Was our information shared and understood, meaningful interaction
- **Audiences** – Ability to target intended audiences and/or locations
- **Behavior** – Likelihood of changed behavior, positive damage prevention results
- **Metrics** – Availability and quality of metrics to demonstrate ROI
- **Average** – Take average of scores for comparison