

Publicity Committee Meeting Minutes - Zoom
February 27, 2024

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

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

Guests: Frank Planton and Grace Engstrom – One Call Concepts

Minutes

Announcements and Introductions:

- a. Jaimie called meeting to order at 11:00 am and introductions were made.
- b. Jaimie moved to accept the minutes from 11.07.23 and Alba 2nd the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Jaimie welcomed members.

Old Business:

- a. Review new Matrix for scoring tool to guide decision making (See Josh's full ppt Attachment 1) Josh discussed the following to members:
 - What are we scoring on the Matrix?
 - Collateral/Items
 - Digital
 - Display
 - Events
 - Sponsorship
 - Traditional media
 - What do the scoring categories mean?
 - Impressions/Visibility
 - Cost
 - Engagement/Behavior
 - Audience
 - Metrics
- b. Prioritize allocation of Publicity budget
 - Recommendations:
 1. Paid Media
 2. Earned Media
 3. Sponsorships
 4. Other

c. Invitation to bid process:

Committee Action to bring to the OUNC Board: Motion was made by Melanie to move forward with the Invitation to Bid for paid media. Maximum of \$40K; submit to a minimum of three (3) different vendors. 2nd by Megan. Motion passed.

d. Costs

- Paid Media: \$40K contract, \$5K KGW, \$3K social boosts
- Earned Media: no cost
- Sponsorships: \$60K OUCC, \$4.5K other events
- Other: \$95K Dormers + 10K calendars
- Total Publicity Budget = \$217,500

New Business

a. Nextdoor advertising and posts. (See Attachment 2)

- Grace Engstrom from One Call Concepts provide an overview of what Nextdoor is:
 - Over 78M weekly active users
 - 1 in 3 U.S. households are on Nextdoor
 - 77% homeowners have been influenced by a business recommendation.
 - \$90K in the median income
 - Budget: monthly plans are perfect for driving ongoing awareness.
 - Best practices for ads: Image, Content, and Text
 - Key Elements: Personalizing the location, Using real people, and Leading with utility.
 - Oregon 811 Next Steps: Discuss advertising goals and intent for 2024 and Draft ads based on goals and best practices.

b. Video project for fences, landscaping, and concrete projects.

- Video project: Josh shared, YouTube is the second largest search engine, with over 2.5 billion logged-in users per month and over 1 billion hours of video watched on the platform each day.

- 2024 Video Series: Short form, aimed at contractors but relevant to homeowners. Three areas of focus:
 - Fences
 - Landscaping
 - Concrete

For the Good of the Order:

- a. National 811 Day discussion:
 - Frank Planton with One Call Concepts has offered to support a Hillsboro Hops game day on August 11th.
 - Kitty will reach out to Matt Kolasinski, Hops VP of Operations. Discuss partnership opportunities and report back to Frank and Josh.

Next meeting: Jaimie would like to schedule after Invitation to Bid comes back and before the April 4th board meeting.

Meeting adjourned at 12:10pm

Submitted by Kitty O'Keefe on February 28, 2024