

Publicity Committee Meeting Minutes - Zoom
April 2, 2024

Voting Members: Jaimie Lemke, Alba Vogland, Megan Moore, Connor Toney, Mitch Burghlea and KC Chumachenko.

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

Guests: none

Minutes

Announcements and Introductions:

- a. Jaimie called meeting to order at 1:00 pm and introductions were made.
- b. Jaimie moved to accept the minutes as revised from 02.27.24 and Alba 2nd the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Jaimie welcomed members, and shared with members: we will accept and compile scoring submitted before and during the meeting, but not after. Individual scores will be blind. And staff scoring will be submitted.

Old Business:

- a. Review and Selection of the Invitations to Bid: Josh provided a ppt for the meeting. See Attachment
 - i. Josh shared how Evaluation and Scoring took place
 - o Value – 30%
 - o Impressions/Visibility – 10%
 - o Engagement/Behavior – 30%
 - o Audience – 20%
 - o Metrics – 10%
 - ii. Three firms Submitted: Josh provided an overview
 - o Alpha Media
 - Six months, 8.6 million impressions, experience/familiarity with OUNC, responsive, PSA added value.
 - o Paradux Media Group
 - Nine months, presence in Southern Oregon, content focused, boutique/attention.
 - o Royle Media
 - Experience/familiarity with OUNC, creative approach/ideas, strong on search.

- iii. Josh collected members scoring sheets which included staff and final score results were:
 - Alpha Media - 295
 - Paradux Media Group - 252
 - Royle Media – 270
- iv. Jaimie asked members if we can move forward with recommending Alpha to provide campaigning for 2024.
 - Members all agreed to make a recommendation to the full board at the April 4 board meeting.
 - Jaimie recommended to present to the board, that the publicity committee have reviewed the three firms' submittals. Motion by Mitch to present to the full board and 2nd by Alba. Motion passed.
- v. What's next? Josh shared the following considerations for Publicity to consider in 2024:
 - Assist from OCC, CGA, NWUCA, PUC, other partners
 - Apply PSA programs – iHeart, Portland Business Journal
 - Content/Themes/Project
 - Next Door Ads – Mitch asked for an update and Josh provided. Staff will continue working with Creative.

New Business:

For the Good of the Order:

Next meeting:

Meeting adjourned at 1:53pm

Submitted by Kitty O'Keefe on April 8, 2024