

## Publicity Committee Minutes

October 23, 2015

Location: Wilsonville Training Center, Wilsonville- OR Room 209

Members attending: Nathan Taylor, Ron Stenger, Ryan Sandhu, Joyce Nelsen, Scott Gallegos, and Kitty Davis.

Guest attending: Luc Fortier from Pacific Marketing

Nathan Taylor called meeting to order at 1:05pm and introductions were made.

Minutes from September 9, 2015 were reviewed. Motion was made to accept the minutes by Ron Stenger and 2<sup>nd</sup> by Ryan Sandhu. Minutes approved.

## Agenda

### **New topics and discussions:**

- Nathan Taylor was appointed Chair of Publicity & held his first meeting today. He had asked Joyce to attend the meeting and provide the P&E Budget for 2015 and 2016. Joyce provided handouts and committee reviewed:
  - Board has spent \$75,278 with approximately \$24,000 remaining under Promo Materials.
  - Board has spent \$17,940 with approximately \$10,000 remaining under Locator Training.
  - Committee reviewed the 2016 budget.

### **Previous topics and/or ongoing discussions:**

#### Review Bi-Mart /Country Music Festival proposal:

- Nathan asked each member to share his or her thoughts about going forward with the sponsorship.
- Comments for other options were: provide councils additional funds for contractor's meetings/breakfasts, TV and radio, damage prevention, and t-shirt programs.
- Joyce will contact Pioneer Telephone Company concerning their advertising program.
- Kitty Davis will ask Don Leber if the 24 x 30 aluminum 811 signs can be hung in the Bi-Mart garden centers. (35 signs are still in inventory)
- Agreement with Committee that the Bi-Mart sponsorship will provide 52 weeks of advertising. In-Store recognition as Day Sponsor in all 75 stores, Print Ads, as Day Sponsor in the Oregonian, Mail Tribune, News Review and more. Broadcast, Online, Trailer Graphics, Sporting Event Signage, and 2 Festival Venues that have had over 45,000 people attending combined.

-The Publicity Committee will make a recommendation to the OUNC Board to proceed with the sponsorship for 2016.

Review Beaver Properties (OSU)previous contract:

- Marketing & Sponsorship Contract/Draft was handed out and committee reviewed it.
- Committee asked that under 'Reser Stadium -Football Tabling' the contract be more specific with games intended.
- Under 'Baseball Radio Network Package' check to see if Two (2): 30 second commercials can be added and not just One (1): 30 second spot.
- Kitty Davis will reach out to Beaver Sports Properties to make changes to draft and ask that a representative can attend the next OUNC board meeting.

Civil War 2015:

- Facebook posting for Civil War ticket give aways: Committee decided to move forward immediately with new graphics and posting. Boost Post weekly.
- Ron suggested having Jen with Bentmetal provide a link from digsafelyoregon.com promoting ticket give away to Facebook. Kitty will contact Jen to get it going.
- Handouts were provided of the P&E Budget for the game along with current inventory. Committee will add 39-power banks, 26-jelly box speakers, and 32-drawstring bags for give aways at civil war game to the existing list.
- Kitty will check on approval items with Beaver Sports Properties.

**Old Business:**

- Luc Fortier provided t-shirts and sweatshirts with the new Oregon811 on them to attendees.
- Luc showed sample baseball caps to committee. Four styles were chosen and ordered. Qty: 144 of charcoal/orange, 144 of real tree/brown, 72 of Kelly/white and 144-charcoal/kelly.  
Qty: 2,500-ballpoint pens/yellow ordered.
- 2016 Calendars will arrive 1<sup>st</sup> of November and getting rid of 2015 calendars from storage.
- Luc will provide a sweatshirt option on website.

**Good of the Order:**

None

Meeting adjourned at 3:25pm

Next meeting: following the OUNC board meeting on 11.11.15

Submitted by: Kitty Davis on October 28, 2015

