

Publicity Committee Minutes

November 10, 2015

Location: PUC, Beardsley Building, Main Floor Conference Room

201 High St. SE

Salem, OR 97301

Members attending: Nathan Taylor, Jeff Daniels, Ron Stenger, Ryan Sandhu, Joyce Nelsen, Scott Gallegos, Lori Koho, Jarrod Morrison and Kitty Davis.

Guest attending: Luc Fortier from Pacific Marketing and Lucas Motta from Beaver Sports Properties.

Nathan Taylor called meeting to order at 2:26pm and introductions were made.

Minutes from November 10, 2015 were reviewed. Motion was made to accept the minutes by Joyce Nelsen and 2nd by Ryan Sandhu. Minutes approved.

Agenda

Beaver Sports Properties:

Lucas Motta handed out copies of the Oregon 811 – Oregon State Beavers Partnership Renewal for 2015-16 & 2016-17 Seasons.

Football included two games with tabling. Baseball would have 50 games with a game providing tabling.

The committee decided not to go forward at this time; but plan on working with them in the future as they believe the Civil War is the premier sporting event in Oregon and a valuable way to get our message out to the public. Nathan will reach out to Matt and Lucas and let them know their decision.

Civil War 2015:

Facebook:

Nathan had asked to see the growth of Facebook since last year's Civil War game. Kitty collected data and provide a hand out showing stats. In November of 2014, there was 469 Likes. As of 11.10.15, there were 810 Likes. That's a 43% increase in the year. Included on Facebook are ticket giveaways for the Civil War game. In two weeks, we have had 167 new Likes with over 197 comments, which are the total number of people engaging in the contest. Also had OCC send out a free form message each week during the drawings and saw a huge increase with people going to our Facebook because of that.

Game Day:

We have 6 volunteers who will help set up the Oregon811 booth and work the pre-game. T-shirts were ordered for volunteers to wear. Eight items are waiting on final approval from the folks at IMG; pictures were taken and sent on 11.3.15. The 15-second video and P/A announcement has been approved.

-Jarrod asked about budget for this year compared to last year. In 2014, the budget was appx. \$11,046. 2015 budget is appx. \$1,245. Using what is left over from last year for giveaway items and what's left in inventory.

Bi-Mart Country Music Festival – 2016 Contract:

OUNC Board approved contract today during the Publicity Committee Reporting.

Old Business:

- Smaller ordering for store is working well.
- New shirt orders will have Oregon811 logo on backside.
- 2016 Calendars are in stock.

New Business:

- Outdoor Signage discussion: Committee reviewed a company “Singler Outdoor”, offering a 3-month contract. Promo price is \$800 per month for 1 advertising slot. Billboard is located on Crater Lake Hwy @ Dillon Rd, Medford, OR.
- Poster Contest discussion: will look into when grade schools have safety week or month. Get children involved with poster or calendar contest. Post of Facebook and pick a winner; provide a prize.

Good of the Order:

None

Meeting adjourned at 3:35pm

Next meeting: TBD

Submitted by: Kitty Davis on November 12, 2015