

Publicity Committee Minutes
March 8, 2017
Location: Clackamas Community College
Wilsonville Training Center – Room 210
Wilsonville, OR 97070

Members attending: Joyce Nelsen, Jeff Daniels, Lori Koho, Ron Stenger, Kevin Christiansen and Johnny Sapp.
Guest attending: Kitty Davis, Jarrod Morrison and Scott Gallegos.

Joyce called meeting to order at 12:25pm and introductions were made. Draft minutes from 4.13.16 reviewed. Motion made by Ron to accept with corrections and 2nd by Jeff. Approved. Draft minutes from 10.12.16 reviewed. Motion made by Jeff and 2nd by Ron. Approved. Kitty to post on website.

Agenda

Guest Speaker: Ayn Sargent, Account Executive, with Alpha Media

Specific Areas to consider:

1. Target Display Ads: cost is \$10 per impression
2. Radio: 18-22 stations around Oregon. Have used Lars Larson in the past
3. Mobile Marketing: flat rate \$600 monthly

How many reports can they provide us? Weekly. Ayn suggested every 2 weeks.

Old Business:

- a. OCC TV spots: video has been purchased and will start last week of March. Run one week on, one week off.
- b. Home Owner 3-fold brochure: printed 250 as a test for the GOSH Conference
- c. Excavator brochure: printed 250 as a test for the GOSH Conference

Jarrold suggest 'door hanger' when a locator can't access a homeowner

New Business:

- a. Alpha Media: committee discussed a \$5,000 budget to cover April/May. Kitty will work with creative team to design Target Display Ad. Look into last

years Tri-Met ad campaign display. Kitty will work with Ayn on target names and list.

- b. New Items: Joyce ordered new beanie caps and are available on-line. Litterbags will have new Oregon811 logo and digsafelyoregon.com Joyce will restock orders. Discussion of CMF items to be purchased: bubbles, fans, lip balm and sunglasses. \$18,722 has been spent this year on promo item

4. For the Good of the Order:

Yamhill Council requested additional funding for the Sherwood Cruisn': \$2,000

Ron made a motion: '2k will be granted to Yamhill to cover additional space at the Sherwood Cruisn' for the 811 Bike, Car and Trailer". Jeff 2nd the motion. Approved. Kitty will create an Invoice for billing.

Next Meeting: April 12, 2017 following the OUNC Board Meeting in Albany, OR

Submitted by Kitty Davis on March 8, 2017.

