

Publicity Committee Minutes
April 12, 2017
Location: NW Natural - Albany
7150 Supra Drive SW
Albany, OR 97321

Members attending: Joyce Nelsen, Jeff Daniels, and Ryan Sandhu.
Guest attending: Kitty Davis, Jarrod Morrison and Luc Fortier.

Joyce called meeting to order at 1:30pm and introductions were made.

Draft minutes from 3.8.17 reviewed. Motion made by Ryan and 2nd by Jeff.
Approved. Kitty to post on website.

Agenda

Old Business:

- a. Alpha Media Target Ads- Ayn will provide analysis on 4/17/17. Kitty sent Jen/Bentmetal, 'site pixels.' This will enable the 'site retargeting' tactic, so anyone visiting digsafelyoregon, can be served an ad.
- b. OCC Cable Ads-members viewed first week of Medfords tv spots. Review of Portland & Eugene will be emailed.

New Business:

- a. Joyce has placed orders with Pacific Marketing to fill the on-line store.
- b. Items for CMF: fans, bubbles, lipbalm, and sunglasses were order. Members agreed to order t-shirts for volunteers. New logo will be sent to graphic designer to update. Luc will donate black/811 t-shirts

For the Good of the Order: none

Next Meeting: TBD

Submitted by Kitty Davis on April 13, 2017.

