

Publicity Committee Minutes -
February 14, 2018
Location: Valley River Inn
1000 Valley River Way
Eugene – OR - 97041

Committee Members attending: Joyce Nelsen, Scott Gallegos, Ryan Sandhu, Fred Corona, Kitty Davis and Luc Fortier.

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

Draft minutes from 9.13.17 reviewed. Motion made by Scott and 2nd by Fred. Approved. Kitty to post on website.

Agenda

Old Business:

- a. Joyce reminded the members she will be placing some large orders to go online thru April. That's when UCC's start gearing up for their local events.

New Business:

- a. Joyce handed out promo item budget. \$30,000 has been used from 2018 budget.
- b. 2018 Advertising Options: members decided to seek outreach through radio, website and billboards. Kitty Davis will research and get back to members.
- c. April is Safe Digging Month Ad Campaign: Motion was made by Ryan Sandhu to spend 8k for the Tri-Met Ad Campaign and 2nd by Scott Gallegos. Kitty will contact Lamar to update contract from last year and reach out to PGE, NWN and Pacific Power to see if they would like to co-sponsor again for 2k.
- d. Joyce asked if anyone was interested in taking over as Publicity Chair and Fred Corona volunteered. Joyce will contact Nate Rivera.

For the Good of the Order: none

Next Meeting: TBD

Submitted by Kitty Davis on February 15, 2018.

