

Publicity Committee Meeting Minutes

December 03, 2025

Voting Members: Jamie Lemke (Chair), Megan Moore, Alba Vogland, Melanie Lewis, Connor Toney, Rocky Stewart

Non-Voting Members: Josh Thomas, Sean Ziniker, Jeff Cox (PGE), Rich Ludlow (BES)

Guests: Josh Planton

1. Announcements and Introductions

- a. Jamie called the meeting to order at 10:01AM and introductions were made.
- b. Josh T. agreed to share the minutes from the May 27th, 2025 Publicity Committee Meeting with the group after the call and have their approval deferred until the next meeting.
- c. Jamie thanked everyone for attending the call and welcomed guests.

2. New Business

- a. Josh T. recapped the 2025 publicity activities. He noted that Alpha Media was acquired by Connoisseur Media in 2025 who managed OUNC's publicity for the remainder of the year.
 - OUNC took advantage of several publicity partnerships with the Hillsboro Hops, Portland Pickles, and Portland Trail Blazers
 - The OCC Creative team has also been working through several website edits following a review of the site. He went on to note that OCC also helps with OUNC's social media accounts including Next Door.
 - OUCC and local UCC's have been helping support grassroots initiatives throughout the year.
- b. Josh T. shared statistics on damage prevention in Oregon to provide insight into where the group may want to focus their efforts in 2026.
 - 80% of damages are caused by contractors while only 20% by homeowners.
 - 35% of damage is attributable to poor excavation practices, 30% because they did not contact 811, and 23% due to bad locates. Utilities are damaging their own utilities.
 - Geographically speaking, tri-counties are has seen the most damage, with Lan, Clatsop/Columbia, Hood River/Wasco areas being the main focus.
 - The damage appears to be mainly shallow digging, backhoes, hand tools.
 - Josh T. finally reviewed the updates to Connoisseur's contract and the Publicity Matrix scores
- c. Josh shared that the 2026 budget has allocated \$227,500 to publicity efforts, and gave a breakdown as follows:
 - Advertising - \$45,000

- OUCC State and Local Council Assistance - \$65,000
 - Promotional Materials/Dormers - \$95,000
 - Publicity Support Costs - \$12, 500
 - Sponsorships - \$10,000
- d. Josh summarized several discussions he has had with GSTV, Local Sports Teams, PSAs, etc., regarding 2026 opportunities.
- He also noted that he has applied for a grant for Portland Business Journal that could be an additional \$60,000 for publicity efforts.
 - The group discussed other opportunities for 2026. The Portland Pickels are offering a home plate and pitcher mound sponsorship that OUNC could look at taking advantage of.
 - Josh T. noted that Kentucky has its own whiskey that a local distillery bottles for it. Josh P. suggested parking the 811 Corvette at the Street of Dreams homes in Oregon City.
 - The Group
3. For the Good of the Order
- a. Josh T. asked for help on getting the message out on the rule change from 45 to 30 days. The change goes into effect Jan 1, 2026.
4. Next Meeting
- a. No discussion on this topic

Meeting adjourned at 10:54AM

Minutes submitted by Josh Planton on 12.30.25