

Publicity Committee Meeting Minutes

April 09, 2026

Voting Members: Jamie Lemke (Chair), Konstantin Chumachenko, and Robbie West

Non-Voting Members: Josh Thomas

Guests: Josh Planton

1. Announcements and Introductions

- a. Jamie called the meeting to order at 10:02AM and introductions were made.
- b. Motion by Robbie and seconded by Konstantin to approve the minutes from the May 27th, 2025 Publicity Committee Meeting were approved.
- c. Motion by Konstantin and seconded by Robbie to approve the minutes from December 3rd, 2025 Publicity Committee Meeting were approved.
- d. Jamie thanked everyone for attending the call and welcomed guests.

2. New Business

- a. Josh T. reviewed the Connoisseur Media Plans, including several impression targets focused on Excavators and Homeowners. Josh T. noted that at the next Publicity Committee meeting, the group will need to decide if it will recommend to the Board or not extend the Connoisseur contract another year or not.
- b. Josh T. summarized the current Publicity Budget for 2026, which includes \$45,000 for Advertising, \$95,000 for promotional materials which can be purchased through the online store, and \$10,000 for event sponsorship. He also noted that OUCC has received \$65,000 from OUNC as part of its local council assistance program.
 - Josh T. noted that if additional funding/resources are required, OUNC could investigate grants, in-kind support, or earned media programs.
 - Josh T. shared his recommendations for how to use the \$27,500 in discretionary funding. Putting \$10,500 towards the Pickles advertisements, \$10,000 for GSTV at fuel pump stations, \$3,000 for Hillsboro Hops, \$1,500 for the Oregon Hunting and Fishing Guide and Contractor Guides, \$1,000 for DJC NWUCA Guide, and \$500 for Dozer Day Sponsorship.
 - Josh T. went on to add that for the GSTV fuel pumps, the group can focus advertisements on certain regions of the state. There is also another division of softball that is related to the Hops called the Portland Cascade, which would be included in the final proposal.
 - Josh T. mentioned doing a special promotional night sometime around August 8th. This would include some free tickets that OUNC could give away.

- c. The group discussed what information they would want to see before deciding on the Connoisseur contract extension. Having final June numbers at a July meeting would help.
 - d. It was also suggested that the group could make a request to the Board for dipping into its reserves for funding program currently not covered by the discretionary funds of the 2026 budget. Josh T. noted that reserves are currently already above policy limit, so there is wiggle room in requesting additional funding.
 - e. Josh T. shared that there are new federal accessibility standards being rolled out which came up when discussing the RFP. These standards are set to go into effect on April 24th, and will require some formatting changes to OUNC materials, including the website, to make them more accessible to people with disabilities.
 - f. Josh T. stated that the group would not need to make any formal vote to approve the proposed budget, since they are all under a certain dollar limit. Hearing no objections, Josh T. confirmed he will move forward as discussed.
3. For the Good of the Order
- a. Josh T. shared the Safe Digging Month Proclamation Robbie had his local city government approve. Robbie said he will try and find the footage of the approval and share it with the group.
4. Next Meeting
- a. No discussion on this topic

Meeting adjourned at 10:33AM

Minutes submitted by Josh Planton on 4.10.26