

Publicity Committee Meeting Minutes

May 27, 2025 | Zoom meeting, no in-person attendance

Voting Members: Jaimie Lemke, Melanie Lewis, Connor Toney, KC Chumachenko, Megan Moore

Non-voting members: Josh Thomas, Robbie West

Minutes

1. Announcements and Introductions:

- a. Jaimie called meeting to order shortly after 10 a.m. once a quorum was reached, and introductions were made.
- b. Motion to accept the minutes as revised from 3.31.25 by Connor and Mitch 2nd the motion. The minutes were accepted, to be posted on website.
- c. Chair Statement: Jaimie welcomed members, talked about taking next steps on 2025 priorities

2. Old Business:

- a. Update on Alpha Media contract, Portland Pickles sponsorship
 - Reviewed and approved advertising partnerships
 - i. Alpha Media approved for a two-year \$40,000 advertising contract that includes mobile, audio, radio, and digital advertising - Jaimie noted that Alpha Media is undergoing acquisition by Connoisseur Media, though FCC approval is expected with minimal operational changes.
 - ii. Portland Pickles sponsorship replaced Hillsboro Hops due to rising costs, offering significant social media presence and visibility through 48 home games at Walker Stadium in Portland.
- b. Update on Dormers orders, metrics, budget considerations
 - Discussed managing 30% increase in Dormers orders and budget allocation, with Josh sharing plans to implement shipping cost controls and encourage pickup options
 - Robbie shared positive experiences about the value of dormer materials at events.
- c. Committee members involvement with website review, social content
 - Jaimie committed to conduct an initial website review and share feedback with the Committee.
 - Staff and other members to follow with edits, changes and suggestions for One Call Concepts creative team to implement.

3. New Business:

- a. Review KATU/KUNP/Hillsboro Hops Partnership Proposal
 - i. The committee approved a KATU/KUNP partnership proposal for \$4,350, which includes broadcast coverage and commercials, and will proceed with shoot on June 3rd.
- b. Publicity Matrix scoring/budget for advertising, sponsorships
 - i. Josh presented several opportunities, including improved presence in the Daily Journal of Commerce, applying for Portland Business Journal's nonprofit program, strengthening ties with Northwest College of Construction, and exploring partnerships with the American Rental Association of Oregon and others for outreach to contractors and event-goers. He also proposed creating short DIY videos, focusing on projects like landscaping and fencing, to educate the public about contacting 811 before starting projects. Jaimie agreed that these suggestions were relevant and had potential.
 - ii. Robbie suggested creating a large poster similar to a BOLI poster to promote 811, which would be distributed to rental yards and workplaces to remind homeowners and employees about the importance of calling before digging. Joshua agreed this was a good idea and offered to check with Dormers and the creative team about any existing plans for such a poster.
- c. Upcoming events
 - i. Discussed plans for National 811 Day (aka Safe Digging Day) - board members encouraged to share their company's plans for collaboration and cross-promotion
 - ii. Considered tabling/booth options: BES Safety Day, Andy Crocker's support of Wood Village City Night Out event, etc.

4. For the Good of the Order

5. Next Meeting - tbd

For the Good of the Order:

Next meeting: OUNC Board Meeting, July 17

Meeting adjourned at 11:48 a.m.

Submitted on May 27, 2025; edited April 9, 2026

ACTION ITEMS

- Jaimie to conduct an initial review of the OUNC website and send feedback to the group.
- Jaimie to send pictures from a recent event to Josh for social media content.
- Josh to notify KATU/KUNP and proceed with the interview and B-roll shoot on June 3rd.
- Josh to check with Dormers and Creative about potential poster designs for 811 awareness.
- Josh to proceed with the proposed advertising opportunities within budget constraints.
- Josh to mention tabling and booth opportunities at the upcoming MUCC meeting.
- Josh to send out board meeting calendar save-the-date links