

Oucc Meeting • Salishan Resort, Gleneden + Zoom

Meeting Minutes -

Meeting Date: March 8, 2022

Call to order:

Scott Gallegos called the meeting to order at 12:30 p.m. and introductions were made. Motion to approve minutes 12-7-21 meeting was made by Joyce N. and 2nd by Alba V. Kitty will post on OUCC website.

Treasurer's Report:

Current balance: \$77,695.79

--Balance includes \$(zero) 0.00 for yearly assistance funds. \$43,709.03 for Additional Assistance Funds. \$5,363.43 in trailer funds. \$7,860 in Tax Advisor funding and \$14,213.33 in Operating Expenses. Balance based on Ryon's report. One outstanding transactions. (See Attachment 1)

-Motion was made to accept the treasurer's report with the revision to note #1 by Alba and 2nd by Joyce.

P & E Report: Kitty invited Ayn Sargent from Alpha Media to provide a full report on OUCC's Falls 2021 digital and social media campaign. See full report under Old Business.

DIRT Report: Lynsay Demko will transition with Josh Thomas so OUNC will update DIRT. Expected Q1 2022 report completed by May; will present at the June meeting.

Zone Reports

Zone 1-

- Welcome new Zone 1 Director – Jake Gilbertson NWN. Jake reported he will be reaching out to councils and try to attend some other their meetings.
- Yamhill UCC: Kitty reported Mark Knutz will retire this year. She hopes to meet up with him to gather banking statements and check book. Vance Barton will be their new President.
- North Coast UCC: Kitty reported Teresa Brownlie will retire this year.
- Mid Willamette UCC: Kitty reported the council is up to date with their tax filing info to Wicks Emmett.
- Metro UCC: Scott reported their council meets 4th Wednesday of each month.
 - Members have already started planning for next years MUCC Golf Scramble. Council has chosen the Ronald McDonald house again for their charity. 3rd week of July for tourney.
 - Council delivered 811 swags to the non-profit School House Supplies.
 - Contractor's luncheon scheduled for 3rd Wednesday of November 2022

Zone 2-

- Linn Benton UCC: Jason Williams reported they meet quarterly with 10-12 folks attending
 - Linn Benton and East Linn have combined their efforts for the contractor's breakfast later this year at the NW Natural Albany facility.

- East Linn UCC: Joyce Nelsen reported they meet quarterly.
- Linn Benton and East Linn have combined their efforts for the contractor's breakfast later this year at the NW Natural Albany facility.
 - Council will set up their 811 table at the Linn County Fair in July.
- Lane UCC: Council meets the 1st Thursday of each month.
 - They had a successful drive thru contractors' breakfast in February 2022.
- Lincoln UCC: Lynn Detering reported their council meets 3rd Wednesday each month.
 - They hope to have a contractor's dinner in May.
 - They have over \$6k left in funds.

Zone 3-

- Douglas County UCC: No Report
- South Coast UCC: Jason reported the council meets the 2nd Thursday of each month. New officers elected; all NWN employees. Kitty will have updates made to their webpage.
- Klamath Falls UCC: No Report
- Rogue Basin UCC: Jeff Simas reported they have \$2,700 in funds.
 - Their council actively pursues contractors to contribute a \$75 yearly fee. These proceeds help support the council's efforts in getting the 811 messages out. (See attachment 2 for donation letter)s
 - Pear Blossom Festival is coming up the council will set up their 811 booth

Zone 4-

- Hood River UCC: Kitty reported that John Buckley will stay on for the next year as President. John is trying to rebuild the council. Council still needs to submit tax filing info to Wicks Emmett.
- Wasco County UCC: Jake Gilbertson, councils new VP reported they meet the 3rd Tuesday of each month.
 - The Dallles Clean Up Day: 811 trailer will be there
 - Cherry Festival Parade
- Central Oregon UCC: Kitty reported she's been in contact with Anthony Timineri their councils Sec/Treasurer. Trying to connect to get their bank account info and check book.

Zone 5-

- Umatilla UCC: No Report
- Union UCC: No Report
- Baker UCC: No Report
- Malheur UCC: No Report

Old Business:

• Taxes:

- Erika Aitken, from Wicks Emmet provide an update to members. (see attachment 3)
- Wick/Emmitt will pay councils fees when filing and invoice OUCC for reimbursement.

- Review the FALL 2021 Digital and Social Media Campaign with Alpha Media
(See attachment 4)
 - Ayn Sargent shared with members our goal for this campaign was to increase Awareness for Dig Safely Oregon and to Drive Online traffic, calls.
 - Strategy: reach contractors, excavators, and homeowners through mobile, online, and social targeting.
 - Ayn and her partner Athena went through their ppt explaining the Impressions, Clicks and CTR for all three areas covered: target display, mobile and Facebook.
 - Alpha Media provides the OUNC with a yearly campaign through KXL radio and KXL banner ads. With combined efforts, we are covering the state well.
 - Ayn asked if the OUCC will want a spring/summer campaign? Scott commented they will review budget after 2nd quarter. If there are funds to use, we may go with another fall campaign.
- (See attachment 5) Members asked to see what graphics were used for Facebook.

- FREE VIRTUAL TRAINING CLASSES OFFERD FOR ITICnxt by One Call Concepts
To register, go to: Oregon811.com

New Business:

- Joint States 2022 – Scott reminded members to please mark your calendars to attend this event on Aug.30-Sept1 2022. Eagle Crest Resort is the location. We will hold our quarterly meeting on Thursday Sept 1 at 1pm.
Kitty asked if each council could provide a gift basket as a giveaway with a \$50 max.
Feel free to contact Kitty if you would like to present or know of someone who would like to present at the JS meeting.

Good of the Order:

- Raffle for \$100 Amazon Gift Card went to Joyce Nelson and Jason Williams. Congrats!

Next meeting:

- Next Meeting:
 - June 7, 2022 - Meeting start time is 12:30 p.m.
Location: Running Y Ranch
Klamath Falls, Oregon

Adjourned at 2:10 pm

Submitted by: Kitty O'Keefe on March 16, 2022f



OUCC Treasurers Report March 2022

Current Balance

\$77,695.79

The checkbook balances with the statement for February 2022.

There are one outstanding transactions.

Media payment 4,166.66

The balance above includes the following:

\$(zero) 0.00 – Annual Assistance Funds (see note #1 below)

\$ 43,709.03 – Additional Assistance Funds

\$ 7,860.00 – Tax Advisor Funding (see note #2 below)

\$ 5,363.43 – trailer fund

\$ 10,000.00 – 2022 Joint States fund; and the balance of

\$ 14,213.33 – operating expenses, dues collected and miscellaneous expenses.

Note #1 - Annual Dues have been taken out and moved to the corresponding line item totals.

The Annual Assistance for each Council has been moved into the Additional Assistance line item, and will still be available for the Councils needing their Annual Assistance, and for those requesting Additional Assistance. This move puts all the Assistance Funds into one line item to track expenditures for Media Outreach this year.

Note #2 – Tax Advisor Fund – funds are transferred from Assistance funds as needed for Tax Advisor payments for the Councils.

Respectfully submitted for the Oregon Utility Coordinating Council by
Treasurer Ryon Kershner

3/4/2022



**Rogue Basin Utility Coordinating Council
P.O. Box 4553
Medford, OR 97501
Federal ID#93-1310735
State ID#89394598**

July 27, 2021

The Rogue Basin Utility Coordinating Council (RBUCC) is a non profit organization functioning in conjunction with the Oregon Utility Coordinating Council (OUNC). RBUCC was formed in the 1980's to facilitate the marking of underground utility locations in our area. We are a non-profit organization and exist solely on donations from the community. In 1997, changes to Oregon's administrative regulation required underground excavation to be preceded by calling the OUNC to request utility locates prior to digging. With these new regulations being adopted into the Oregon Administrative Regulations, (OAR's) and thus state law, the OUNC board facilitated volunteer's state wide to provide a venue to communicate exchange and provide information, i.e. changes within the law, enforcement actions, training, standards manuals, etc.

In order to continue our efforts, we are requesting an annual donation of \$75.00 from your organization. Your contribution is used to support training, quarterly meetings, mailers, flyers, annual events etc., all relating to Underground Utility Locating and the education thereof. RBUCC has a five member board, strictly volunteer, elected each year by its membership.

Thank you for your continued support. If you have questions, or need more information, please contact:

RBUCC BOARD MEMBERS

Jeff Simas, President/Treasurer
541.774.2621

Jason Kennedy, Vice President/Locator Liaison
541-613-0888

Cyndi Weeks, Publication/Education Chair
541-423-1021

Allen Daniels, Contractor Liaison
541-727-8894

Casey O'Roark, Secretary
541-326-9614

2020 DONATION REQUEST

Minimum \$75.00

**Please make check payable to:
ROGUE BASIN UTILITY COORDINATING COUNCIL
PO BOX 4553
MEDFORD, OR 97501**

GENERAL NOTE: THE 990 AND CT-12 ARE DUE MAY 15, 2022.

		1,265	9,045
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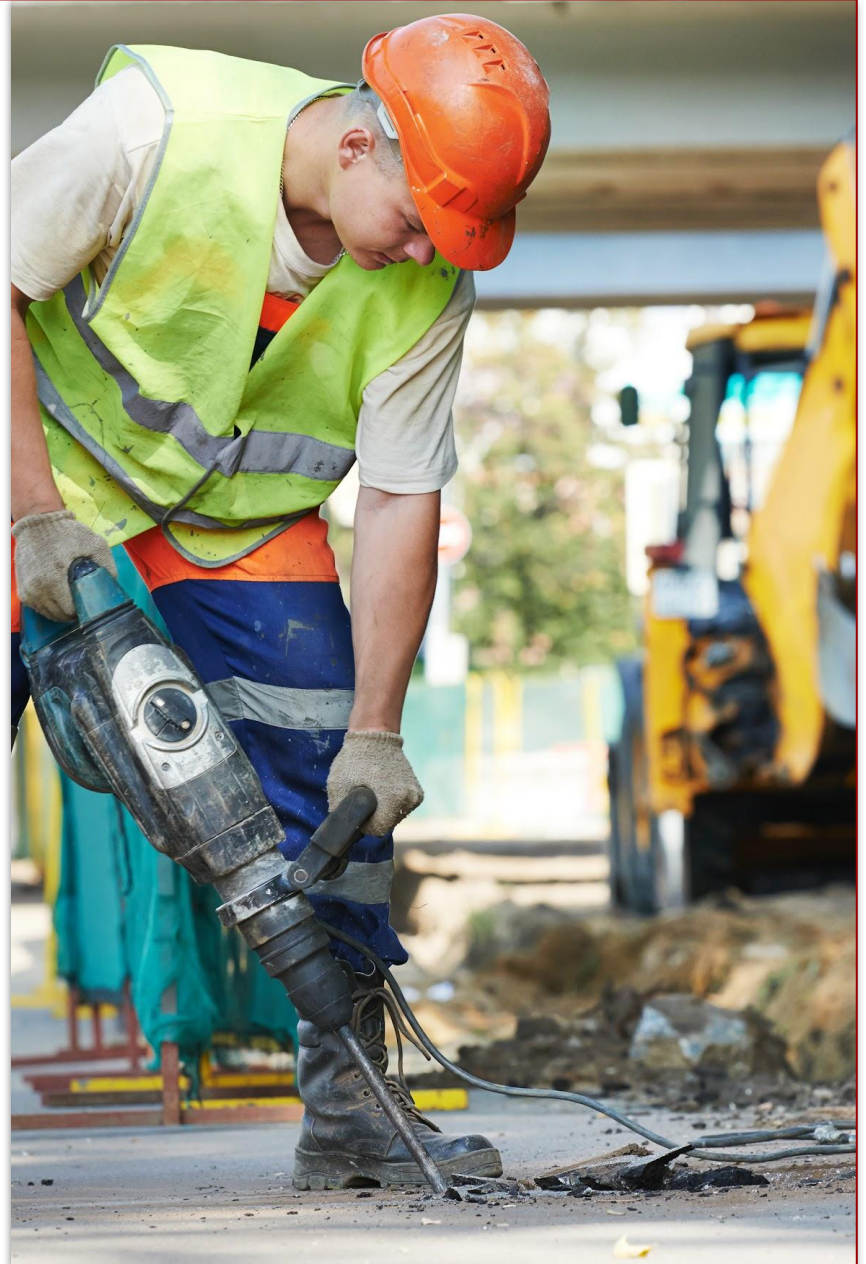
ALPHAMEDIA



**Know what's below.
Call before you dig.**

2021 CAMPAIGN REVIEW & 2022 RECOMMENDATIONS

PRESENTED TO OUCC BOARD
PREPARED BY: AYN SARGENT
3/7/2022



YOUR OCT-DEC 2021 CAMPAIGN

GOALS/OBJECTIVES

- ▶ Increase Awareness for Dig Safely Oregon
- ▶ Drive Online traffic, calls

OUR STRATEGY

- ▶ Reach prospective contractors, excavators, and property owners through mobile, online and social targeting

PROPOSED SOLUTIONS

- ▶ Target most likely locations where target prospects are, deliver ads in-apps and Facebook, target them online based on geographic, demographic and behavioral data



TARGETED DISPLAY

Target Display KPIs



Campaigns

Campaign Name	Clicks	Impressions	CTR
Affinity Branding	66	454,089	0.01%
Inmarket/Intent	342	66,397	0.52%
Total	408	520,486	0.08%

MOBILE

Mobile KPI's



Campaigns

Adgroup Name	↓	Impressions↑↓	Clicks↑↓	CTR↑↓
GEOFENCING		53,887	200	0.37%
Retargeting		86,027	239	0.28%
Total		139,914	439	0.31%

FACEBOOK

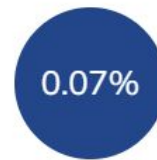
f Ads Facebook KPIs



Impressions



Clicks



CTR



Post Engagement

f Ads Campaign Performance

Campaign 	Impressions 	Clicks 	CTR 	Post Engagement 
Oregon 811	475,973	352	0.07%	260
Total 	475,973	352	0.07%	260

ALPHA SOLUTIONS










ALPHA DIGITAL

We address your business' digital needs with a strategic approach by first understanding exactly what your business goals are, then build a strategy using a fully customized suite of digital tactics for an integrated campaign that drives results.

OUR PROCESS:

- ▶ **ASSESS** your business goals and objectives
- ▶ **BUILD** your ideal target audience and fully customized integrated digital campaign, hand picking the digital tactics that work best for your objective(s)
- ▶ **OPTIMIZE** your campaign based on data and analytics to ensure your campaign is performing

OUR DIGITAL CAPABILITIES:

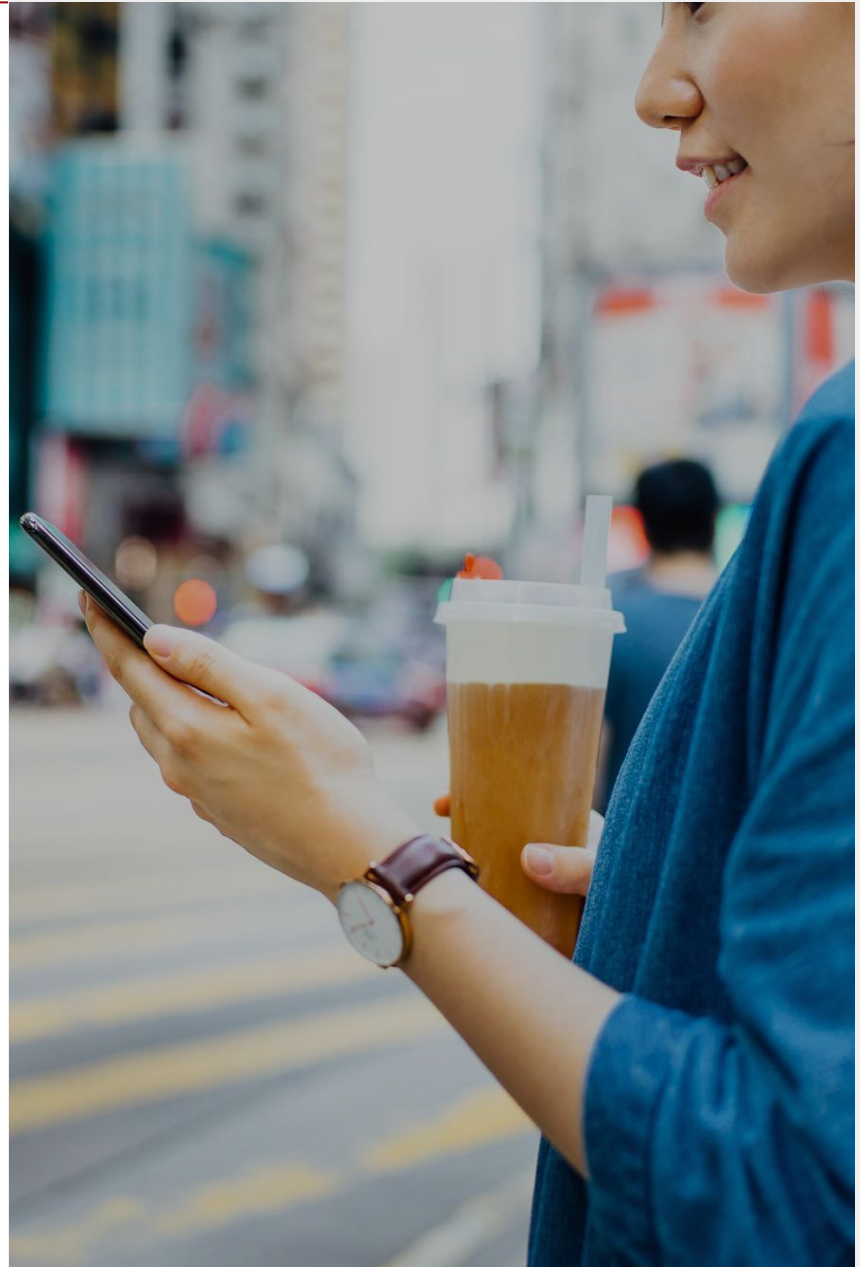
-  CTV/VIDEO ADVERTISING
-  DIGITAL AUDIO ADVERTISING
-  SOCIAL MEDIA MARKETING
-  DISPLAY ADVERTISING
-  MOBILE ADVERTISING
-  SEO/SEM
-  LEAD GENERATION
-  EMAIL MARKETING
-  WEBSITE DEVELOPMENT

MOBILE TARGETING

With mobile geofencing and polygonning technology, we are able to select a specific geographic location that we intend to target. Once the area is drawn, we work with the system to pull in device IDs (ID numbers associated with users' mobile phones) who have been in the location in the past. Essentially, we go back in time to build out an audience pool based on those who have been at the location for up to two years prior. Once we have this pool of users, we can reach them wherever they go after.

KEY BENEFITS:

- ▶ Messaging stays consistent to increase conversion rates by way of frequency in reaching your audience time and time again
- ▶ Lookalike audiences can also be built around your audience to expand your pool
- ▶ Prebuilt mobile audiences are available to reach certain types of people based on their mobile behaviors



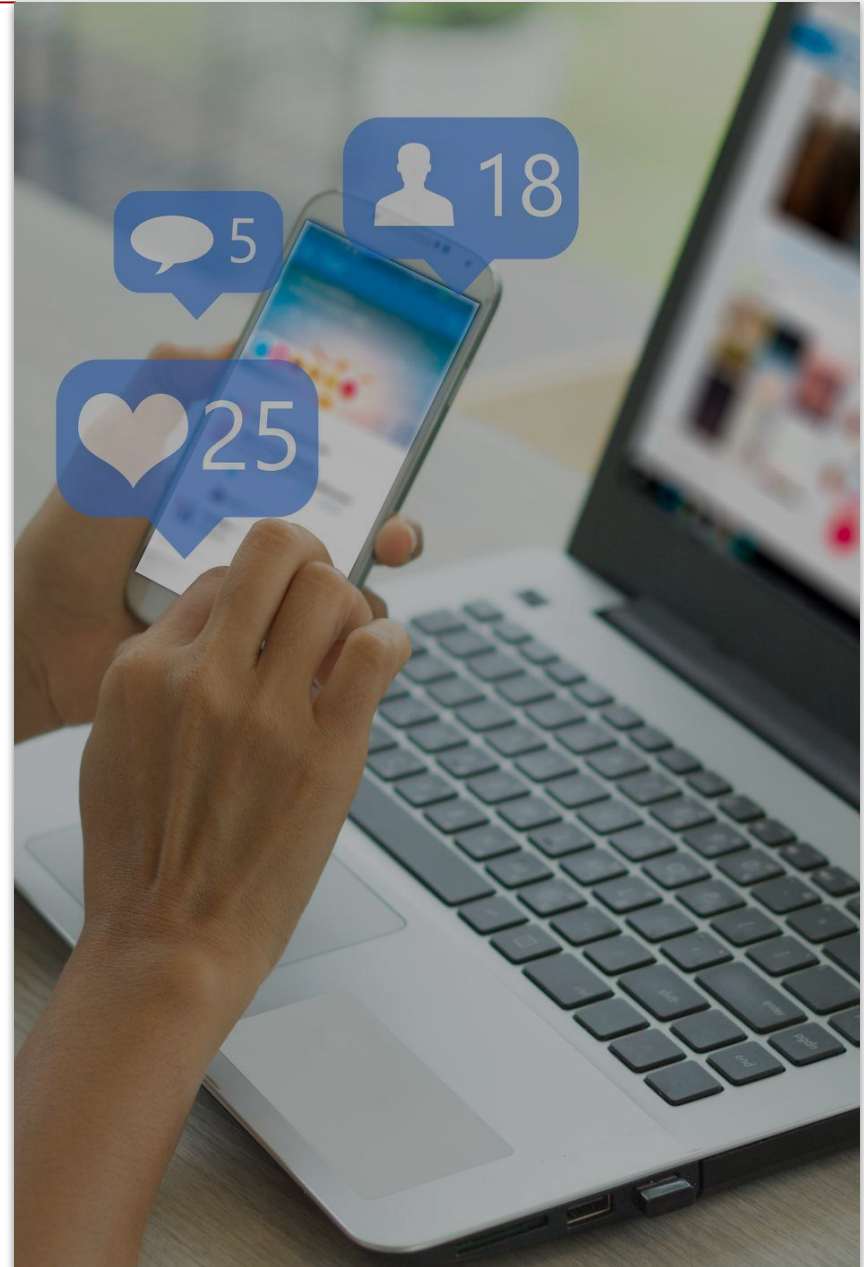
SOCIAL MEDIA

Social media advertising helps you connect directly to your audience through valuable first party data. Everything that is entered into Facebook for example, (birthday, marital status, pages a user likes or interacts with, etc.) is used to create a profile on an individual for targeting purposes. Since the number of social media users is billions worldwide, the targeting opportunities are limitless.

Facebook, Instagram, Snapchat, LinkedIn and Pinterest all offer the same targeting capabilities and are strong ways to reach all levels of your target audience.

KEY BENEFITS:

- ▶ Targeting opportunities available are precise, niche and organic means of reaching your audience
- ▶ Content is engaging and relevant, increasing frequency and building brand familiarity

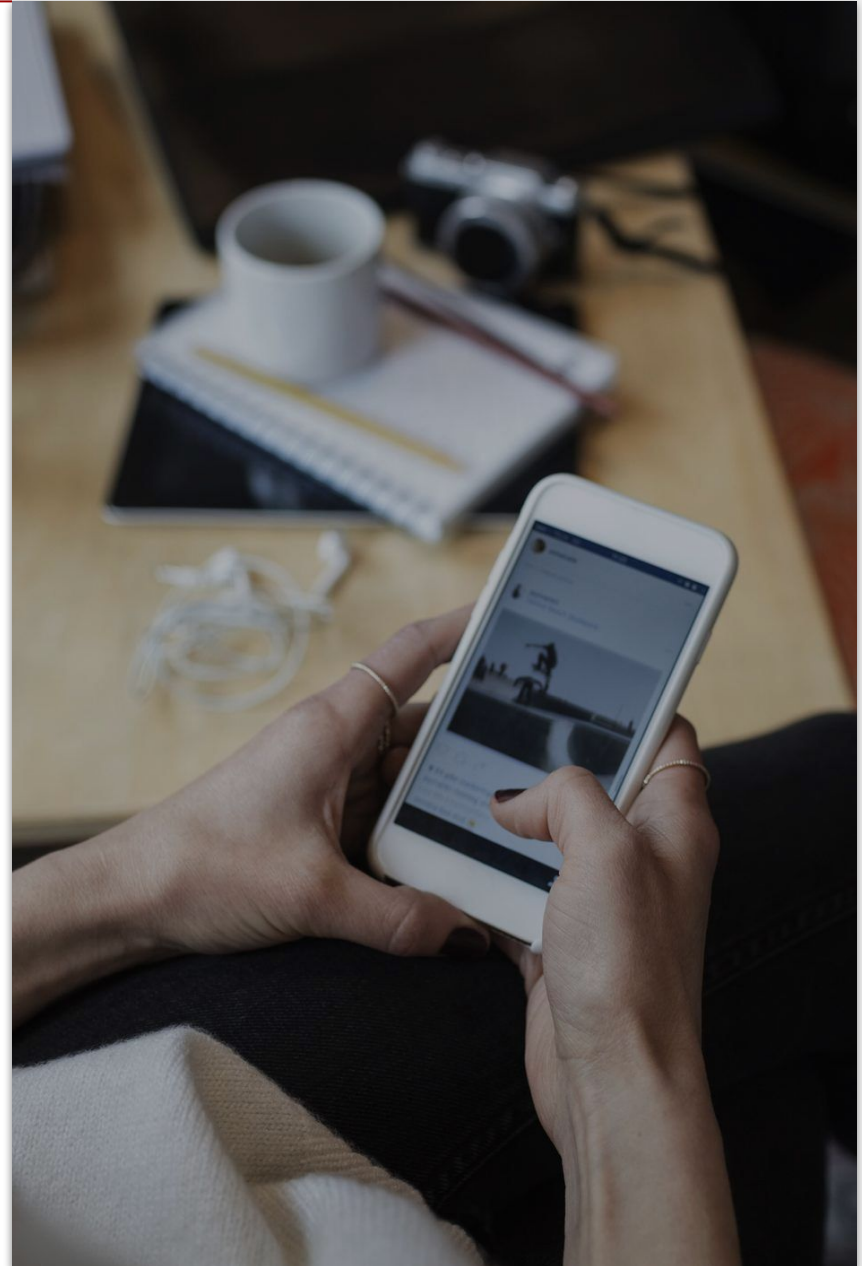


MOBILE-TO-SOCIAL

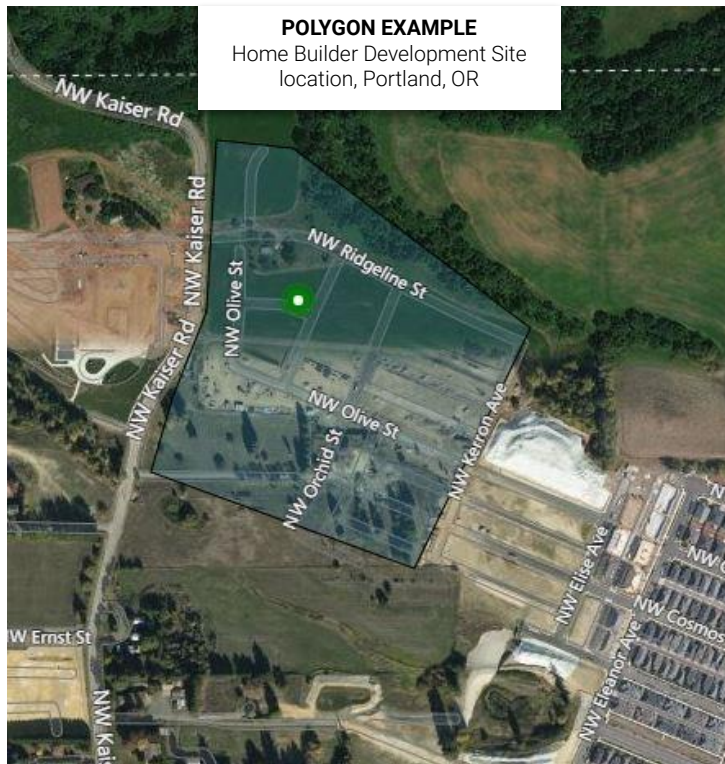
Through mobile polygonning and geofencing technology, after we've drawn precise borders around specific locations for device ID capture, we can download that list and upload it into different environments for a multifaceted approach to increase brand frequency. Once downloaded, we can take those unique device IDs and have each social media platform find corresponding profiles. Through this, we can not only reach users through mobile apps, but we can continue to reach them when they navigate away to open their Facebook or Instagram apps or desktop pages

KEY BENEFITS:

- ▶ Keeps message clear and consistent to help push brand frequency across multiple platforms
- ▶ Brand messaging is seen across multiple verticals in your audiences' everyday device usage.



HOW TO CAPTURE & REACH YOUR CUSTOMERS



AUDIENCE BUILDING

Analyzing and building locations of interest where we want to build our audience base from: Home building sites, builder supply stores, competing locations, your own location, past occurring events, etc.



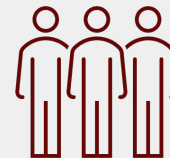
DEVICE CAPTURE

Drawing fences/polygons around set locations and capturing the device ID's that have been seen in those locations from previous dates.



LOCATION VISITATION REPORT

Setting perimeters around your location to determine the foot traffic as a result of individuals seeing your digital efforts.



AUDIENCE EXTENSIONS

Download and use of captured device ID's but uploading them into additional platforms for ad serving: social feeds, video feeds, etc.

LEAD GENERATION

Through our lead generation process, we will focus on attracting and converting potential prospects who show interest in your business into qualified leads to increase your customer base. We'll start by identifying and targeting your audience of interest, using guerilla marketing techniques to reach and remind them of your products or services, then capturing valuable information that will convert them to high quality leads.

KEY BENEFITS:

- ▶ Development of mobile-friendly landing page
- ▶ Ability to target users who are actively interested in your products and services
- ▶ Expansive capabilities to serve your ads across top premium websites with IP Data Match to then send follow up emails directly to active users' inboxes
- ▶ Hot and Warm lead lists with user information provided



CONNECTED TV (CTV)

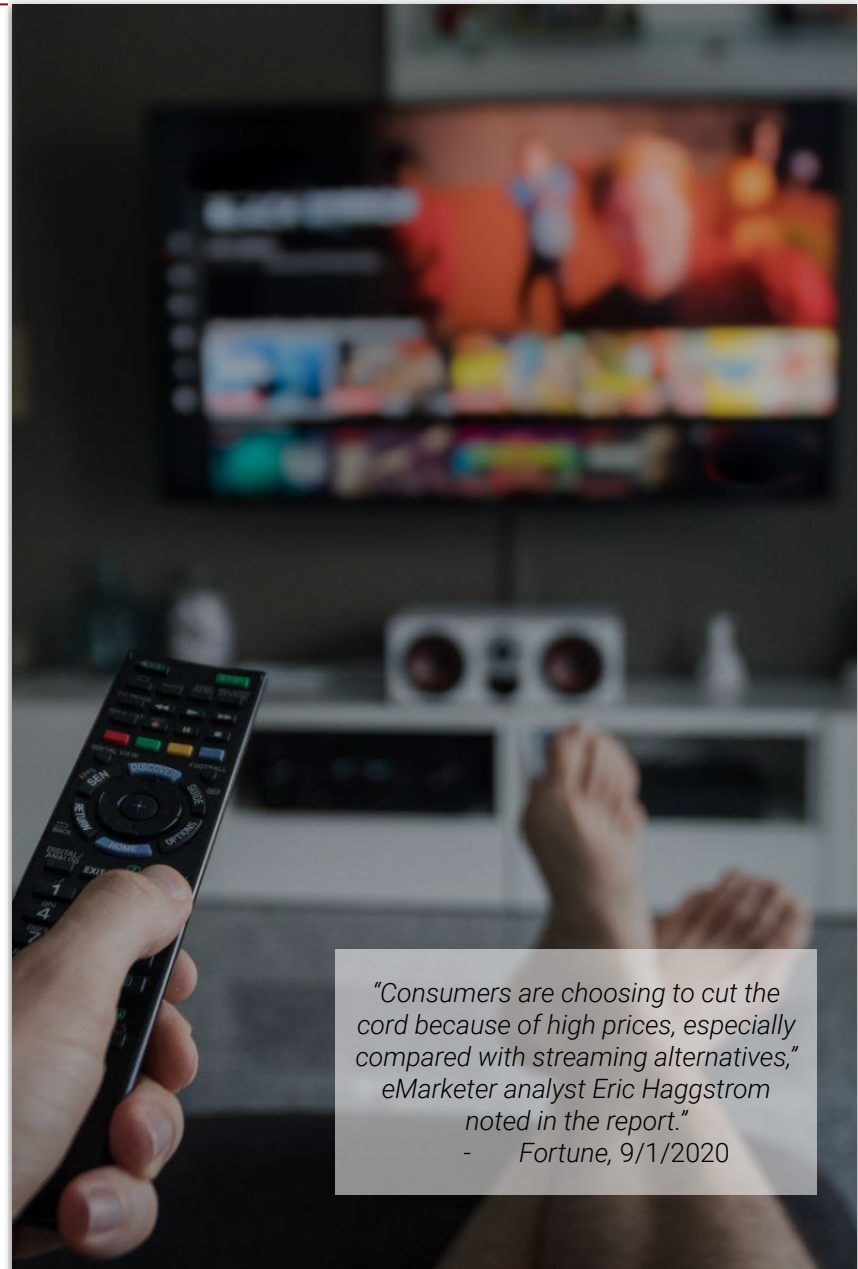
Connected TV is an innovative platform that makes TV advertising accessible to businesses of all sizes while providing the same measurable attribution as digital advertising.

A **Connected TV** is the unit that hangs on a wall.

A viewer can stream his/her favorite TV show on an **Internet television app** (Netflix, Hulu, Disney+) through his/her **smart TV, gaming console or streaming device** (Roku, Fire, PlayStation).

This is known as **Connected TV (CTV)**.

He/she can also watch it on a cable or satellite provider's **app**.



"Consumers are choosing to cut the cord because of high prices, especially compared with streaming alternatives," eMarketer analyst Eric Haggstrom noted in the report."
- Fortune, 9/1/2020

CONNECTED TV (CTV)

Through an audience-first approach, we use extensive data sets to build a specific target audience. CTV then opens access to apps, measures performance, and offers **hands-on control to your business**.

KEY BENEFITS OF CTV:

- ▶ Massive reach with the advanced **targeting capabilities** to connect with your ideal audience
- ▶ Trackable ad exposure with **1:1 attribution** measured through household IP addresses
- ▶ “Hands on” media buying with **no minimum** advertising spend
- ▶ Ability to track the measurable **“Halo Effect”** across channels within a household

HOW CTV WORKS:



CREATE

Make your own ads or let us create multiple versions of CTV ads with enhancements to drive action.



TARGET + BUY

Access direct relationships with top CTV streaming services where your ad will be seen in a brand safe environment without paying the “national rate card” premium.



IDENTIFY + QUANTIFY

Measure device ID, IP address, date and time of ad delivery. Identify other connected devices in the same household.



MEASURE

Calculate second screen response rate by cross referencing web traffic to identify visitors.



OPTIMIZE

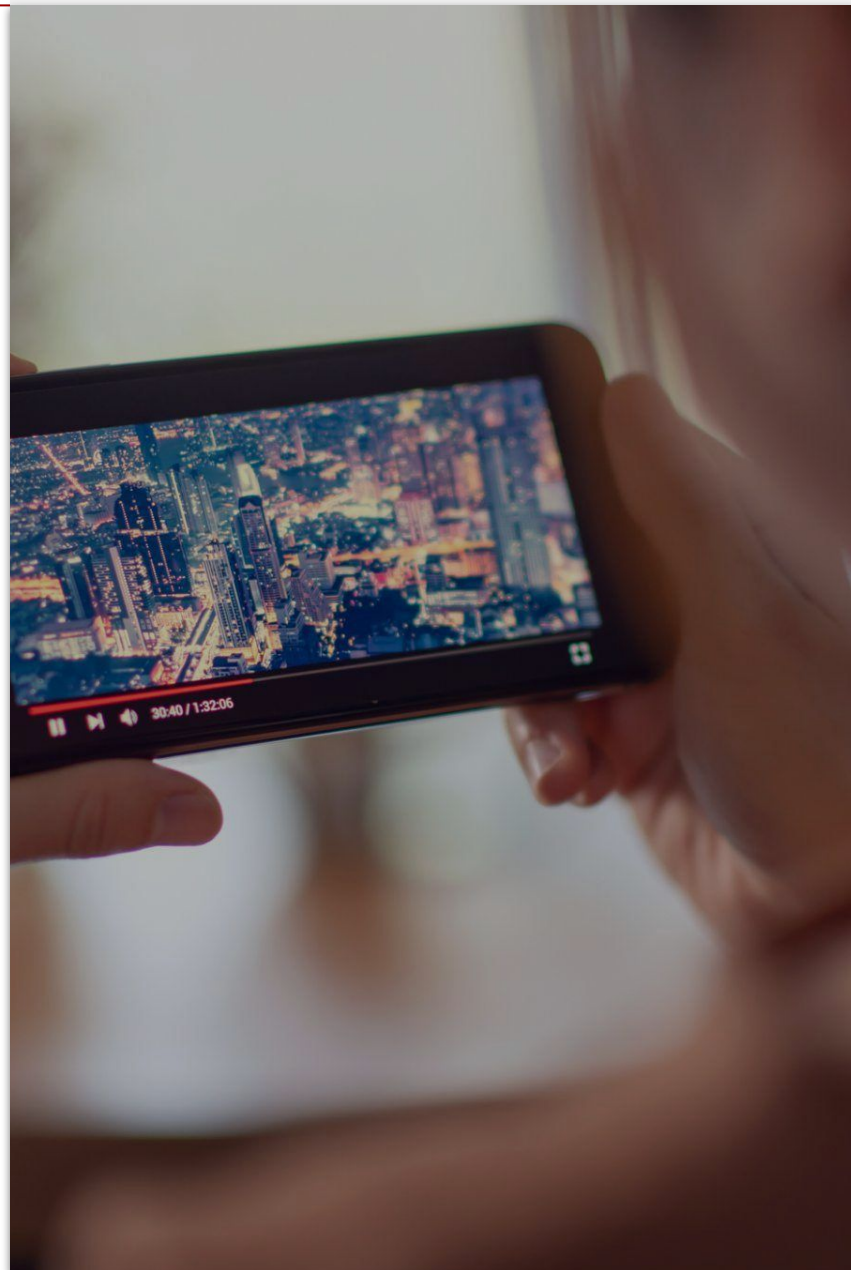
Refine the CTV buy based on best performing creative and ad execution.

OVER-THE-TOP (OTT)

Over-The-Top streaming services use the internet to stream video content without the use of cable or a satellite subscription. Users can access OTT platforms anywhere they have an internet connection, meaning ads can be served alongside this video content.

OTT, or Over The Top is all **other devices** besides the TV.

A user can watch his/her favorite tv show on streaming apps using his/her **computer, smartphone or tablet**. This includes Live TV on these apps.



TARGETED DISPLAY

Targeted display ads are relevant banners ads that are placed on both mobile and desktop versions of websites and target your ideal audience to expand brand awareness. They are highly targeted to reach your audience based on specific locations, demographics, online behaviors or patterns.

KEY BENEFITS:

- ▶ Retargeting capabilities help get your message in front of bounced website traffic after they leave your site to increase frequency
- ▶ Keyword targeting allows us to target users based on the context of websites they visit often
- ▶ Behavioral targeting allows us to serve ads to consumers based on their previous internet activity
- ▶ Managed networks allow us to reach a specific type of audience by hand selecting a list of high-quality websites that might be relevant to them

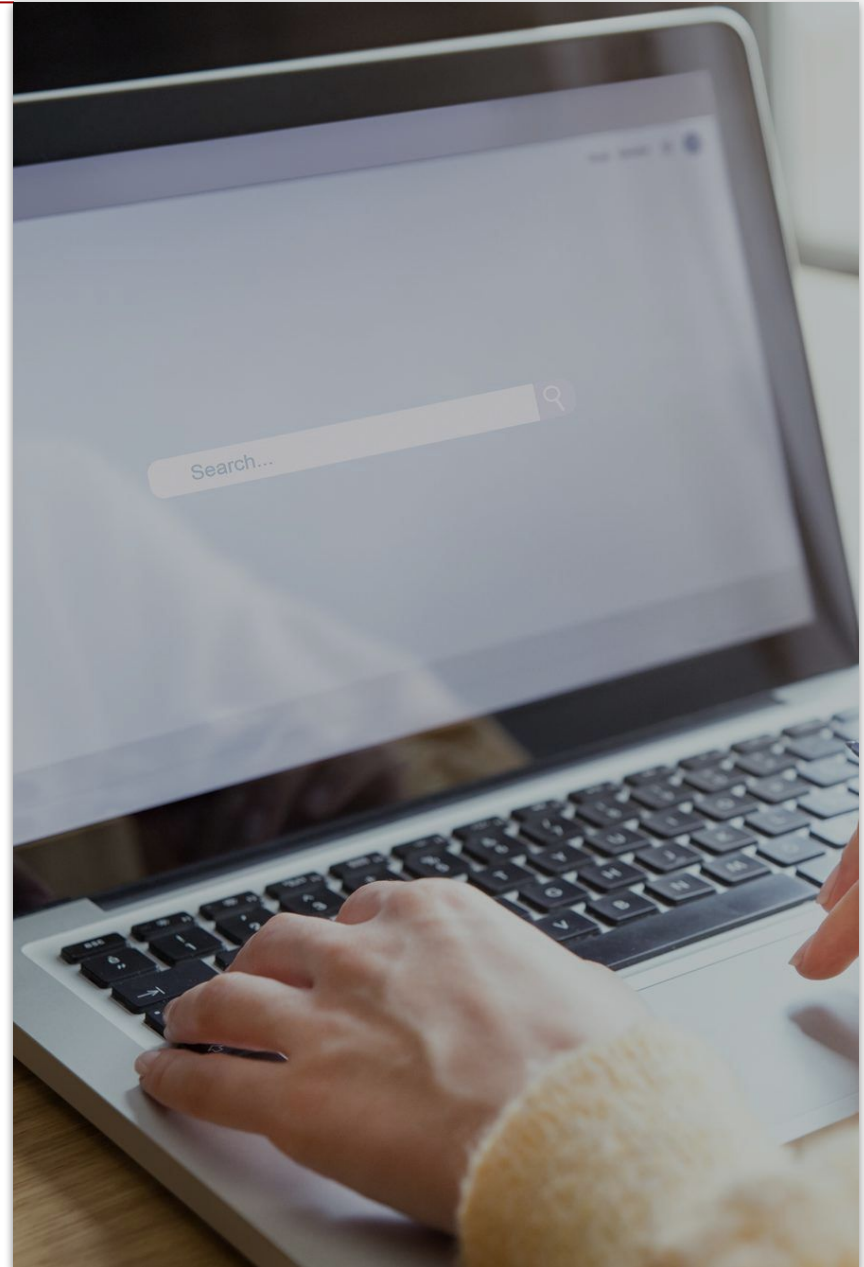


PAID SEARCH

Through Search Engine Marketing (SEM), we utilize a list of keywords and phrases that are relevant to your business to reach an audience of people who were already actively searching for what you have to offer. Results will appear at the top of search engine results, giving you maximum visibility to an audience who is already in the market for your products or services.

KEY BENEFITS:

- ▶ Exposes your business to an in-market audience that already finds your business relevant to their needs, increasing conversion rates
- ▶ Keeps your business top of mind when people search for your category type within your target geography
- ▶ We will utilize your own keyword list or help create a new one for you



YOUTUBE

YouTube is the leading video sharing platform that allows users to watch and upload videos from all around the world. According to Google, “every month more than 1 billion people watch more than 6 billion hours of YouTube video content.” With an audience that size and the demographics & interests that we can reach as a result, targeting becomes extremely narrow to an audience that is unique to your business.

TrueView ads are also opt-in, so each viewer can decide whether or not to engage with the ad content. Ads are served in-stream either before or during the video content and are skippable after :05 seconds.

KEY BENEFITS:

- ▶ Targeting capabilities include demographic groups, devices, life events, interests (behaviors), or topics.
- ▶ With TrueView ads, you are engaging with an audience who is choosing to watch your ad.





ALPHAMEDIA



THANK YOU FOR YOUR CONTINUED PARTNERSHIP

QUESTIONS?

You can find me at

ayn.sargent@alphamediausa.com



**Oregon Utility Notification
Center / OUNC**



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