

OUCC Meeting • Coos Bay – Mill Casino + Zoom

Meeting Minutes -

Meeting Date: June 13, 2023

Call to order:

Scott Gallegos called the meeting to order at 12:30 p.m. and introductions were made.

A motion was made by Tracey Pierce to approve minutes from 3.7.23 and 2nd by Ryon Kershner.

Kitty posted approved minutes on the OUCC website.

Treasurer's Report:

Members reviewed the June 2023 Treasurer's Report submitted by Alba.

Current balance: \$58,442.98

--Balance includes \$12,000.00 for annual assistance funds. \$14,757.14 for Additional Assistance Funds. \$4,863.43 in trailer funds. \$6,172.69 in Tax Advisor funding and \$13,197.21 in Operating Expenses. Balance based on Alba's report.

A motion to accept the treasurer report was made by Ryon Kershner and 2nd by Robbie West.

(See attachment for full report)

P & E Report:

Kitty shared with members it's been exciting to see how busy our 811 trailer is this year with all the UCC events. Salem Construction Career Day, City of McMinnville Public Works Day, Dozer Day, City of Salem Public Works Day, Wasco's WEC Appreciation Picnic, City of Newberg Public Works Day and Linn Benton County Fair. To reserve the 811 Trailer for your event, click on: <http://www.oucc.net/811-trailer.asp>

A big Thank You to Jacob Gilbertson for helping get the trailer organized this year.

Kitty also shared a newsletter she created with the help of OCC Creative Team titled, 'Keeping Us Connected'. This newsletter will go out quarterly to all members so we can see what our members are doing for events, share ideas, and keep us informed with certain issues covered by the Oregon Utility Notification Center. If you have a story to share, please email kitty@digsaferelyoregon.com

(See attachment)

DIRT Report:

Josh reported damages have gone up and will have an updated DIRT report in the 4Q.

Zone Reports

Zone 1-

-Yamhill UCC: Kitty reported that Stephanie Baxter and a few Yamhill council members worked the 811 trailer at City of Newberg Public Works Day

-North Coast UCC: Scott reported that he is the President and KC is the Secretary/Treasurer.

-They hope to have a contractor's breakfast this year.

- Mid Willamette UCC: Kitty reported that Brad Beverly, Adam Deshon and other members had our 811 trailer at the Salem Construction Career Day handing out hundreds of free snow cones. The council also set up our 811 Trailer at the City of Salem Public Works Day
- Metro UCC: Scott reported their council meets 4th Wednesday of each month.
 - Contractor's luncheon in November was a success.
 - MUCC Golf tournament for 2023 is in planning phase. Date is July 14, 2023. Website has been developed and registration is open.

Zone 2-

- Linn Benton UCC: Garry Black reported they meet the 4th Friday with 10 members attending.
 - Contractors Breakfast was April 14
 - Sponsoring Wounded Warrior Golf
 - Partnered with ELUCC for the Linn County fair
 - National Night Out in Lebanon
- East Linn UCC: Joyce Nelsen emailed Kitty the following updates: they meet the 3rd Thursday in Lebanon. 5-7 people attending.
 - Linn County Fair in July
 - Contractors breakfast with LBUCC this year. 85 attended
 - Sponsored a race car in the Lebanon Speedway.
- Lane UCC: Jason Williams reported they are meet 1st Thursday of the month.
 - Contractors breakfast included PUC and OSHA speakers. 90 + attended.
 - Council is handing out \$10 gift cards to someone who needs training on OR811 dig law.
 - They hope to have the 811 trailer in their area at home depot in 2023.
- Lincoln UCC: Lynn Detering reported their council meets 3rd Wednesday each month; 5-7 attending.
 - Contractor's dinner in August with a food truck voucher per guest.
 - Touch a Truck and 2 fishing derbies coming up to sponsor
 - National Night Out event

Zone 3-

- Douglas County UCC: Ryon reported: his council meets the 1st Tuesday each month.
 - Council held a contractor's breakfast. 75 attended; handed out 811 hoodies.
 - Council is sponsoring at the Douglas Fairgrounds.
 - Council had a booth at the Home Show.
- South Coast UCC: Tracy Pierce reported: Council meets the 2nd Thursday of each month.
 - Council is trying to get more folks to attend from the city and local contractors.
 - Council will participate in the Coos County Fair end of July
 - Booth at the Farmers Market
- Klamath Falls UCC: Robbie West reported they meet quarterly. 10 + attend.
 - Council will be setting up their 811 booth at the Farmers Market; 3rd Thursday in June, July and August.
 - Council set up at The Home Show

- Rogue Basin UCC: Jeff Simas reported they meet quarterly.
 - Council had their first 811 Safety Fair January 24, 2023.
 - April – Pear Blossom Festival 811 booth – 30K in attendance
 - Central Point Safety Fair
 - Golf Hole Sponsor

Zone 4-

- Hood River UCC: 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: Jennifer Lindsey reported they meet the 3rd Tuesday of each month.
 - The council had the 811 Trailer at their Member Appreciation Picnic.
 - Frank Planton with One Call Concepts brought the 811 Corvette to this event.
 - They are planning a 2024 Contractors Night.
- Central Oregon UCC: Anthony Timineri reported this council will temporarily dissolve due to lack of membership. He will close councils bank account and send remaining funds to Alba/Treasurer.

Zone 5-

- Umatilla UCC: Jeff Brown previously reported they meet monthly at Mac's Bar & Grill; 7-10 attend.
 - 2023 Blue Mountain Occupational Safety Conference – great turn out at their 811 boo
 - Council sponsored Movie in the Parks again this year. An 811 15 second TV spot will play at each movie.
 - Babe Ruth Park has a large 811 banner hanging.
 - Planning a summer construction breakfast
 - Operator Training Conference
- Union UCC: Diana Anderson reported they meet in La Grande for lunch quarterly.
 - Local County Fair – set up 811 booth
 - Contractor dinner
 - local sponsorship with school team
 - council made a large 811 t-shirt order
- Baker UCC: Lynn Elliot reported they meet quarterly the 3rd Wednesday in June.
 - Council approved \$500 to sponsor Wade Williams 811 banner.
- Malheur UCC: John Eden reported this council will temporarily dissolve due to lack of membership. He will close councils bank account and send remaining funds to Alba/Treasurer.

Old Business:

- Alpha Media – Ayn Sargent presented the campaign that started October 15th of '22 and ran through April 15 of '23.
 - Goals/Objectives: Increase Awareness and drive online traffic to Call or Click 811. Targeting locations using the DIRT Report and online through geographic, demographic, and behavioral data. Mobile to Social showed the most interaction!
 - See attachment for complete report.

• **Taxes:**

- Erica Aitken, from Wicks Emmet shared the following:
- Wick/Emmitt will pay councils fees when filing and invoice OUCC for reimbursement.
- Feel free to contact: erica@wicksemmet.com
- How to dissolve a council:
 1. Secretary of State is notified along with DOJ.
 2. Indicate where funds are dispersed. (back to OUCC)
- To re-establish a council:
 1. All registration needs to re-apply.
 2. Reinstatement at the State needs to happen along with the IRS.
 3. Miss filling? Significant penalties can happen.

See attachment for complete report.

• **FREE VIRTUAL TRAINING CLASSES OFFERD FOR ITICnxt by**

One Call Concepts

- To register, go to: Oregon811.com
- One Call Concept will continue to offer webinar classes and the schedule is online.
- Companies can schedule their own private class by contacting nwitci@occinc.com

New Business:

- Post Office Box –
 - Council members agreed to use One Call Concepts address for State Council mailing address: 305 NE 102nd Ave, Suite 300 – Portland, OR 97220
- Amazon Gifts Cards: Tracy Pierce & Ryon Kershner will receive a \$50 gift card.
- Select a new Representative for the OUNC Board – Scott recommended Lynn Detering
 - *Motion was made by Alba Vogland to recommend Lynn to represent as OUCC on the OUNC BOD. 2nd by Tracy Pierce. Motion passed.
 - Kitty and Josh will provide paperwork to Lynn to get the process going.

Good of the Order:

- Mandatory Reporting discussion:
 - How do we Enforce?
 - Does the PUC get involved?
 - How do we get the OUNC to pass a long?
 - Please attend the OUNC board meetings to share your concerns.
- Jason Williams shared concern with repeat offenders. How do we reach the general contractors. Discussion followed. How to make folks accountable? He wants more enforcement. He reported there were 235 damages without locates. Remember to use the 811 Warning Signs from our online store at subdivision entrances.
- Ryon asked if there is a place to get a phone list? Discussion followed.
 - Josh provided updates to what OUNC has been up to.
 - Anthony shared a data source called ‘granite’ that the City of Bend uses.

-Next meetings: 2023 Meeting Calendar

Please note these two meeting dates have changed since last meeting.

- September 20, 2023 – Redmond – Eagle Crest
- December 13, 2023 – Salem – The Grand Hotel

Adjourned at 3:07 pm

Submitted by: Kitty O'Keefe on March 16, 2023



OUCC Treasurers Report June 2023

Current Balance **\$58,442.98**

The checkbook balances with the statement for May 2023.

There are five (5) outstanding transactions for the amount of \$7,452.51.

- Three (3) are for UCC Annual Funds.
- One (1) is for meeting expenses; and
- One (1) was to restock trailer supplies.

The balance above includes the following:

\$	12,000.00	Annual Assistance Funds (see note #1 below)
\$	14,757.14	Additional Assistance Funds
\$	6,172.69	Tax Advisor Funding (see note #2 below)
\$	4,863.43	Trailer Fund
\$	0.00	2022 Joint States fund; and the balance of
\$	13,197.21	Operating expenses, dues collected and miscellaneous expenses

Respectfully submitted for the Oregon Utility Coordinating Council by
Treasurer Alba Vogland

06-12-2023



OUCC Treasurers Report May 2023

Current Balance **\$58,442.98**

The checkbook balances with the statement for April 2023.

There are two (2) outstanding transactions for the amount of \$3,752.92.

One is for UCC Annual Funds and one (1) is for Meeting expenses.

The balance above includes the following:

\$	16,000.00	Annual Assistance Funds (see note #1 below)
\$	14,757.14	Additional Assistance Funds
\$	6,172.69	Tax Advisor Funding (see note #2 below)
\$	4,863.43	Trailer Fund
\$	0.00	2022 Joint States fund; and the balance of
\$	12,896.80	Operating expenses, dues collected and miscellaneous expenses

Respectfully submitted for the Oregon Utility Coordinating Council by
Treasurer Alba Vogland

05-11-2023



OUCC Treasurers Report April 2023

Current Balance **\$62,757.99**

The checkbook balances with the statement for March 2023.

There are two (2) outstanding transactions for the amount of \$3,752.92.

One (1) is for UCC Annual Funds and one (1) is for Meeting expenses.

The balance above includes the following:

\$	20,000.00	Annual Assistance Funds
\$	12,547.15	Additional Assistance Funds
\$	7,697.69	Tax Advisor Funding
\$	4,863.43	Trailer Fund
\$	0.00	2022 Joint States fund; and the balance of
\$	32,183.08	Operating expenses, dues collected and miscellaneous expenses

Respectfully submitted for the Oregon Utility Coordinating Council by
Treasurer Alba Vogland

04-06-2023

OREGON UTILITIES COORDINATING COUNCIL - TREASURER REPORT

DATE	NAME	MEMO	AMOUNT	TRANSACTION	Addtl Assistance	Assistance Money	Assistance Money Paid to Local UCC	Dues Collected	Vendors / P&E	Mailing Supplies	Admin	Tax Advisor	Board Meetings	Meals & Lodging	Misc	Trailer	Joint Status 2030 or 2032		
	= checks not cleared	Beginning Balance - Total	\$22,909.83		\$17,000.00	\$38,000.00	\$0.00	\$4,000.00	\$1,000.00	\$125.00	\$725.00		\$2,000.00	\$1,000.00	\$200.00				
		Budget Line Beginning Balances →			\$17,547.15	\$0.00	\$0.00	\$0.00	\$117.01	\$71.12	\$318.81	\$372.70	\$371.43	(\$1,115.28)	\$363.46	\$4,863.43	\$0.00	\$22,909.83	
01/16/23	VOID	VOID		CK # 1722															
01/16/23	ROGUE BASIN UCC	ANNUAL FUNDS	(\$1,616.39)	CK # 1723		(2,000.00)	1,616.39	383.61											
01/16/23	WICKS EMMETT	INV # 35980	(\$360.00)	CK # 1725															
01/20/23	DEPOSIT	\$60,000.00			12,000.00	38,000.00			7,000.00										
01/20/23	METRO UCC	ANNUAL FUNDS	(\$1,350.00)	CK # 1731		(2,000.00)	1,350.00	650.00					(360.00)	1,000.00	1,500.00	500.00			
01/20/23	MID-WILLAMETTE UCC	ANNUAL FUNDS	(\$1,502.86)	CK # 1732		(2,000.00)	1,502.86	497.14											
01/20/23	LINN-BENTON UCC	ANNUAL FUNDS	(\$1,741.41)	CK # 1733		(2,000.00)	1,741.41	258.59											
01/20/23	SOUTH COAST UCC	ANNUAL FUNDS	(\$1,820.17)	CK # 1734		(2,000.00)	1,820.17	179.83											
01/20/23	UMATILLA/M/G UCC	ANNUAL FUNDS	(\$1,812.95)	CK # 1735		(2,000.00)	1,812.95	187.05											
01/31/23	LINCOLN CO UCC	ANNUAL FUNDS	(\$1,853.83)	CK # 1736		(2,000.00)	1,853.83	146.17											
01/31/23	RUNNING Y RANCH	INV 420 - JUNE 2022 MEETING	(\$1,393.24)	CK # 1737															
01/31/23	LINE ITEM TRANSFER	ADDTL ASST TO VENDOR FOR MEDIA		TRANSFER	(17,000.00)				17,000.00						(1,393.24)				
01/31/23	PAYPAL TRANSFER	TEST BY KITTY	(\$75.00)																
02/02/23	BANK OF AMERICA	CHECK ORDER	(\$31.34)	AUTO DEDUCT									(75.00)						
02/08/23	ALPHA MEDIA LLC	INV # 657278-4	(\$3,000.00)	CK # 1738					(3,000.00)				(31.34)						
02/08/23	EAST LINN UCC	ANNUAL FUNDS	(\$1,853.70)	CK # 1739		(2,000.00)	1,853.70	146.30											
03/06/23	PAYPAL	REFUND BY KITTY	\$75.00																
03/07/23	ALPHA MEDIA	INV. # 657278-5	(\$3,000.00)	CK # 1740					(3,000.00)			75.00							
03/07/23	BAKER UCC	ANNUAL ASSISTANCE	(\$1,787.57)	CK # 1741		(2,000.00)	1,878.57	121.43											
03/07/23	UNION UCC	ANNUAL ASSISTANCE	(\$1,869.64)	CK # 1742		(2,000.00)	1,869.64	130.36											
03/07/23	DOUGLAS UCC	ANNUAL ASSISTANCE	(\$1,799.64)	CK # 1743		(2,000.00)	1,799.64	200.36											
03/07/23	BEST WESTERN	INV. # 797716	(\$916.30)	DBT - AV															
03/09/23	DEPOSIT	OUNC CK # 102811 (JT STATES)	\$6,684.99										6,684.99		(916.30)				
03/13/23	AMAZON	GIFT CARD - MARCUS MCCLOSKEY	(\$50.00)	DBT - AV															
03/15/23	CORPORATION DIVISION (SEC	MALHEUR DISSOLUTION 88505293	(\$50.00)	CK # 1744								(50.00)							
03/15/23	KITTY O'KEEFE	INV KD2046 OUC	(\$2,356.37)	CK # 1745								(50.00)							
03/27/23	ALPHA MEDIA	FINAL PAYMENT 2022	(\$333.34)	CK # 1746					(2,356.37)										
04/04/23	DEPOSIT	MALHEUR UCC FUNDS (TOTAL)	\$2,209.99		2,209.99														
04/05/23	ALPHA MEDIA	INV # 657278-6	(\$3,000.00)	CK # 1747					(3,000.00)										
		INV # 37673 - Baker \$150; Douglas \$150; Malheur \$175; OUCC \$350; UMG UCC \$150; INV # 36916 - Klamath \$100 INV # 36917 - Rogue Basin \$150 INV # 36918 - Yamhill \$150																	
04/24/23	WICKS EMMETT	INV \$ 36922 - Yamhill \$150	(\$1,525.00)	CK # 1748									(1,525.00)						
04/24/23	ALPHA MEDIA	INV # 657278-7	(\$1,500.00)	CK # 1749					(1,500.00)										
04/25/23	EAGLE CREST	SEPTEMBER MEETING DEPOSIT	(\$500.00)	DBT AV					(500.00)										
05/25/23	KLAMATH UCC	ANNUAL ASSISTANCE	(\$1,829.97)	CK # 1750		(2,000.00)	1,829.97	170.03											
05/25/23	YAMHILL UCC	ANNUAL ASSISTANCE	(\$1,801.61)	CK # 1751		(2,000.00)	1,801.61	198.39											
05/25/23	STEPHANIE BAXTER	TRAILER STOCK - SNO CONE SUPPLIES	(\$68.01)	CK # 1752											(68.01)				

Check # 1722 from Dec 22 for \$1883.28 has not cleared. Add (as negative) to this. --> Checks not cleared (\$7,452.51) (negative \$)

[illegible]



KEEPING US CONNECTED

In Q3 of 2023, the Oregon Utilities Coordinating Council (OUCC) and Oregon 811 (OUNC) will be providing regular updates to all Oregon Utility Coordinating Councils and member utilities.

Event & Meeting Calendars

We hope to see you June 13 at Mill Casino in Coos Bay, Oregon. The meeting will start at 12:30 p.m. To view schedules for upcoming OUNC board and Utility Coordinating Council meetings, head to [DigSafelyOregon.com](https://www.digsafelyoregon.com) and hover over “Meetings.” You can then select the meeting you’re interested in. We also invite you and your team to attend our board meetings either in-person or virtually. To view other upcoming events in Oregon, [click here](#). Don’t forget – OUNC board meetings will soon be occurring quarterly!

NEW! Outdoor Warning Stickers and an Outdoor Banners Now Available

New outdoor warning stickers, 2023 Color Code Cards (new QR code added) and Oregon 811 Pocket Guide have been added to the [Oregon 811 Online Store](#). Outdoor banners (4’ x 6’) can be ordered by contacting kitty@digsafelyoregon.com. One banner per UCC council please.

Call **811** or

Click **Oregon811.com**

It's **FREE** and

It's the **LAW!**

Thank you to our sponsors for supporting Oregon 811

OUNC Uniform Color Code

FOR MARKING UNDERGROUND UTILITY LINES

PROPOSED EXCAVATION

TEMPORARY SURVEY MARKINGS

ELECTRIC POWER LINES, CABLES, OR CONDUITS AND LIGHTING CABLES

GAS, OIL, STEAM, PETROLEUM OR GASEOUS MATERIALS

COMMUNICATION, ALARM, OR SIGNAL LINES, CABLES OR CONDUIT, AND FIBER

POTABLE WATER

SLURRY, IRRIGATION AND RECLAIMED WATER

SEWERS, DRAINAGE FACILITIES OR OTHER DRAIN LINES

UTILITY NOTIFICATION CENTER

REQUIRED LOCATE REQUEST INFORMATION

• PHONE #

• TYPE OF WORK

• COUNTY / CITY

• JOB LOCATION

• NEAREST CROSS STREET

• SPECIAL MARKING INSTRUCTIONS

• REMARKS

• Remember to wait 2 Full Business Days before you dig after you call 811.

• Remember your 'ticket life' is 45 days.

Submit a locate ticket; scan QR code

Help Tell Our Story

With contractor lunches, training classes, public events, signage, promotions, and more, there are so many great ways that Utility Coordinating Councils across the state are helping improve safety and reduce damages to underground utilities. We want to know what activities your UCC is supporting to make a positive difference to help tell our story!

If you have stories, examples, photos, or other information to share about your activities and big wins, please send them to Kitty at kitty@digsafelyoregon.com. Something as simple as a quick update on what is working well in your zone could help bring fresh ideas to other councils, and maybe their stories can help inspire your group as well.

In addition to inspiring one another, knowing how you're using your annual funding helps the OUNC and OUCC boards best prioritize resources. We want to help share your successes online, in the media, and in our annual report to the Governor and the Oregon State Legislature to help bring attention to the important work we’re doing across the state.

Tracking Your Council’s Events

We’d like to send a big “thank you!” to Alba Vogland for creating a spreadsheet that is now tracking your event names, dates, and funds spent. This spreadsheet will provide the OUNC with a clear view of how funds are spent each year. We will be reaching out again at the end of the year regarding your 2023 events.

[Unsubscribe](#)

This message was sent to from kitty@digsafelyoregon.com

Kitty O'Keefe
Oregon Utility Notification Center
305 NE 102nd Ave, Suite 300
Portland, OR 97220

Analytics Review Targeting for Damage Reduction - OUCC Oct 15 '22 - April 15 '23

GOALS/OBJECTIVES

- ▶ Increase Awareness for Dig Safely Oregon
- ▶ Drive Online traffic, calls primarily among those in excavation line of work
- ▶ Reduce damages

OUR STRATEGY

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

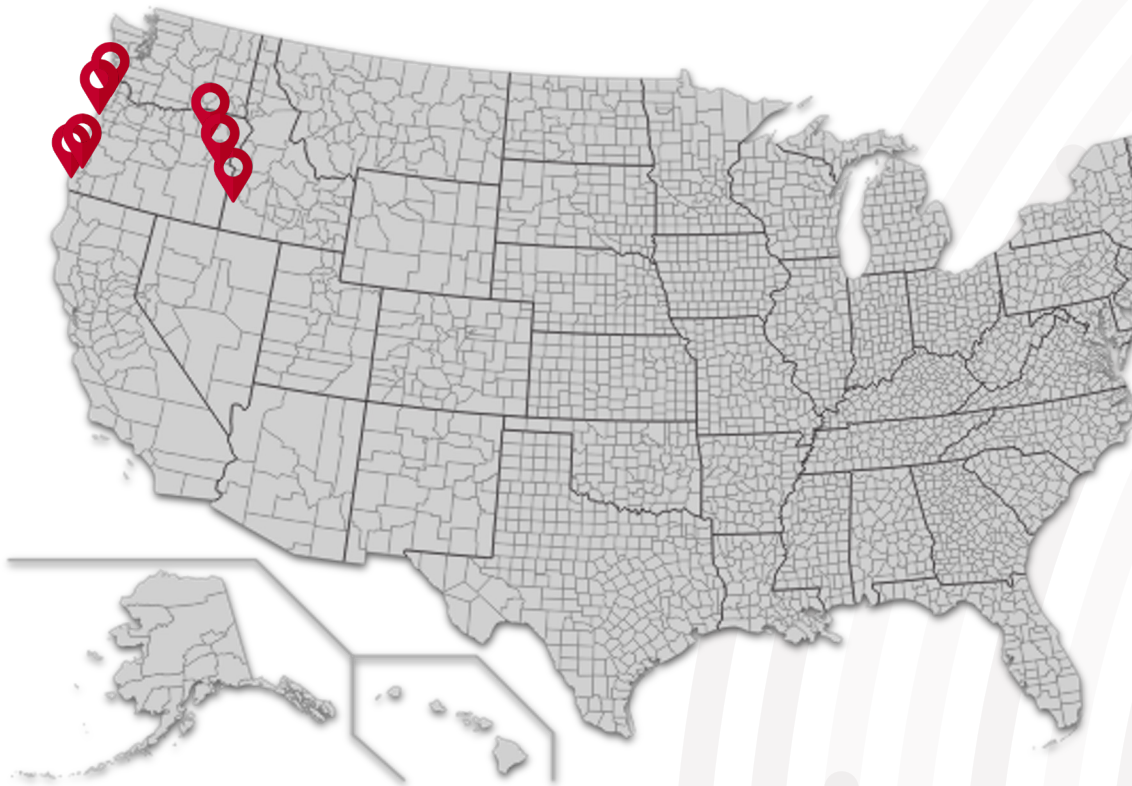
PROPOSED SOLUTIONS

- ▶ Target mobile devices at most likely locations where prospects are, based on the DIRT report
- ▶ Target online through geo, demo and behavioral data

PRESENTED TO OUCC
PREPARED BY: AYN SARGENT
JUNE 13, 2023



YOUR GEOGRAPHIC TARGETS



GEOGRAPHIC TARGETS:
CITIES WITHIN COUNTIES
WITH HIGHEST DAMAGE
REPORTS

- Astoria, Seaside (Clatsop, Tillamook, Lincoln counties)
- Coos Bay, Reedsport (Coos and Curry Counties)
- Pendleton, Baker City, Ontario, (Umatilla, Wallowa, Union and Baker counties)

CAMPAIGN PERFORMANCE TO DATE

Targeting excavators and property owners through:

Online Display

- Site retargeting
- Keyword targeting
- Behavioral targeting

Mobile-to-Social

- Location based targeting
- Mobile device ID integration for mobile and social targeting

| OVERALL CAMPAIGN PERFORMANCE - PAGE 1 |

Alpha Media Dashboard for Oregon Utility Council

Date range Oct 15, 2022 to Apr 15, 2023

Created On May 05, 2023

Campaign Reporting

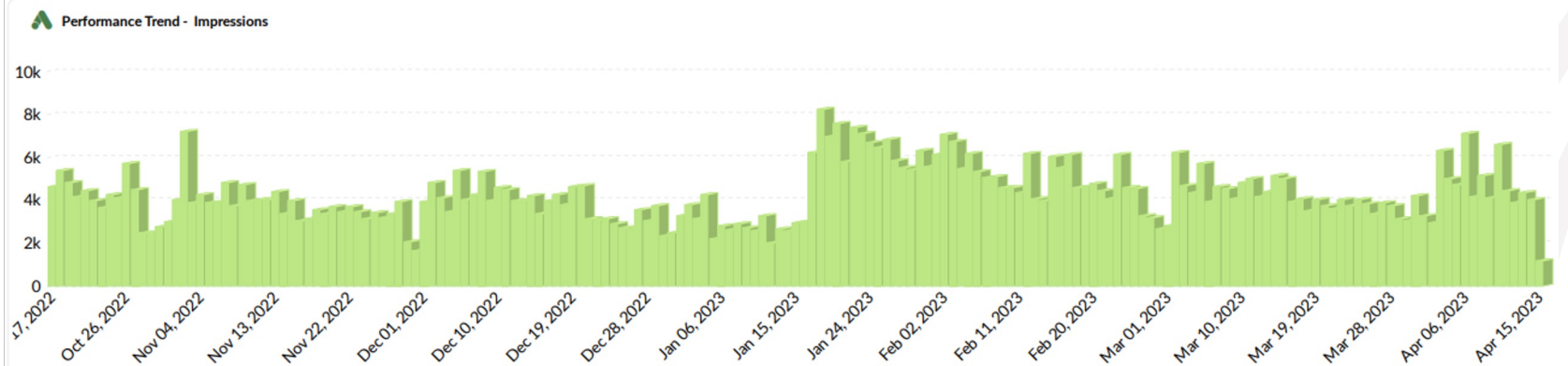
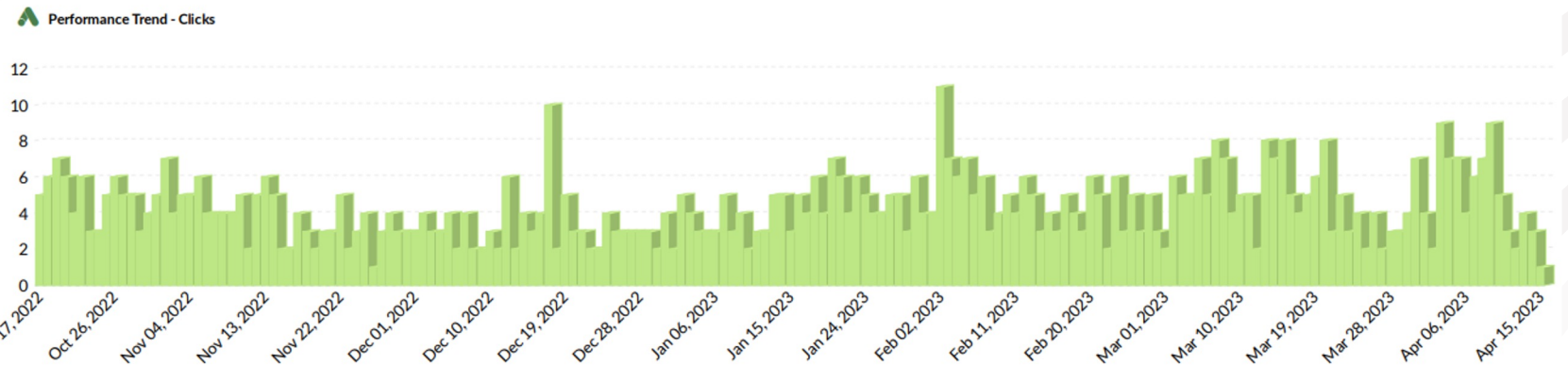
Below is an aggregate of all campaign tactics combined.

Overall Campaign Performance



Targeted Display: 778 Clicks

Campaign Name	Impressions	Clicks	CTR
Inmarket/Intent	174,968	582	0.33%
Affinity Branding	595,408	196	0.03%
Total	770,376	778	0.10%

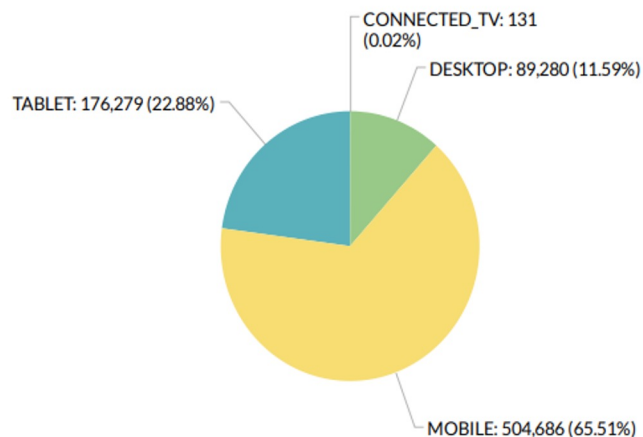


Targeted Display Ad Size & Device Breakdown

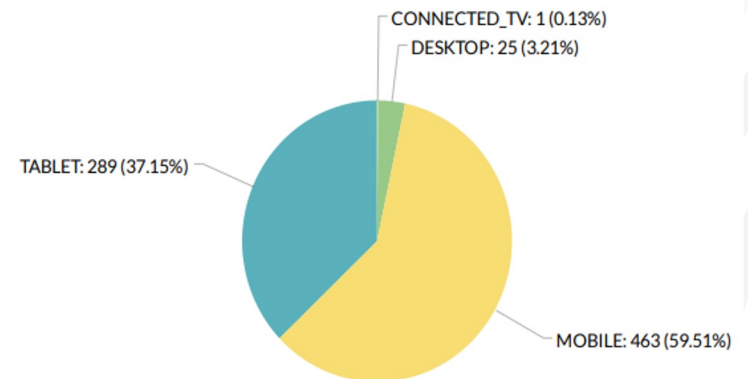
Ad Breakdown

Ad Preview	Image ad name	Impressions	Clicks	CTR
101322-OregonUtilityNotificationCenter-300x250.jpg digsafelyoregon.com	101322-OregonUtilityNotificationCenter-300x250.jpg	138,038	237	0.17%
101322-OregonUtilityNotificationCenter-320x50.jpg digsafelyoregon.com	101322-OregonUtilityNotificationCenter-320x50.jpg	474,572	345	0.07%
101322-OregonUtilityNotificationCenter-728x90.jpg digsafelyoregon.com	101322-OregonUtilityNotificationCenter-728x90.jpg	157,766	196	0.12%
Total		770,376	778	0.10%

Device Breakdown - Impressions



Device Breakdown - Clicks



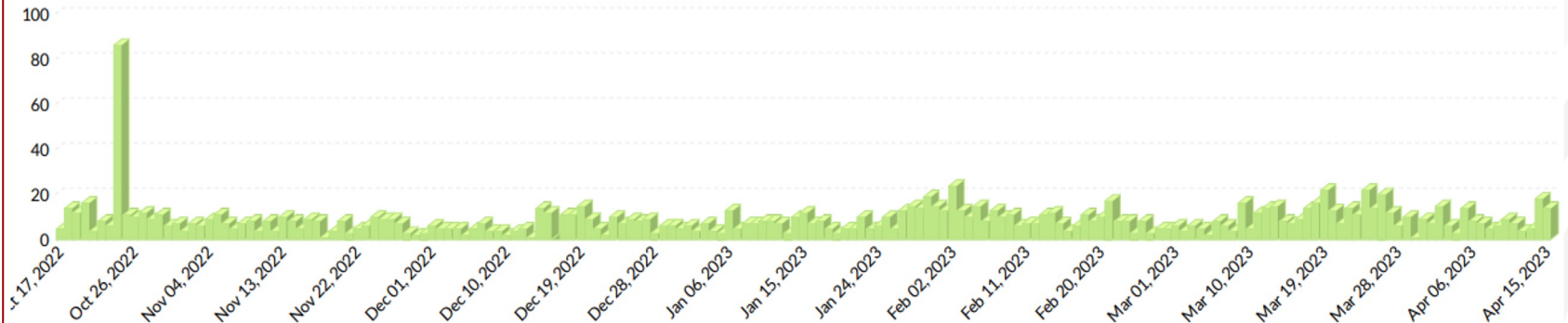
Mobile-to-Social: Mobile Device Response

1562 Clicks

Mobile Ad Group Performance

Adgroup Name	Impressions	Clicks	CTR
Oregon Utilities/Geofencing	123,169	639	0.52%
Oregon Utilities/Retargeting	262,655	923	0.35%
Total	385,824	1,562	0.40%

Performance Trend - Clicks



Mobile-to-Social: Mobile Response

923 Retargeting Clicks/639 Geofencing Clicks

Performance by Fence Grid contains more rows, but the

Business Name	Address	AdGroup Name	Impressions	Clicks	CTR
Total			385,824	1,562	0.40%
		Oregon Utilities/Retargeting	262,655	923	0.35%
AG-Bag Forage Solutions	92365 Riekkola RD	Oregon Utilities/Geofencing	341	2	0.59%
All Rents Tool & Equipment Inc	2525 101 HWY N	Oregon Utilities/Geofencing	1,477	15	1.02%
American Construction Supply & Rental	1740 SE 5th AVE	Oregon Utilities/Geofencing	2,495	16	0.64%
Big River Excavating	35064 US-101 Business	Oregon Utilities/Geofencing	276	3	1.09%
Bob McEwan Construction Inc	34154 ROUTE 26	Oregon Utilities/Geofencing	13	0	0.00%
Campbell Tractor Co	1775 SW 30th ST	Oregon Utilities/Geofencing	275	0	0.00%
Clatsop Co Lawn& Tractor	34912 US-101 Business	Oregon Utilities/Geofencing	182	0	0.00%
Clean Sweep Paving	1570 Lewis And Clark RD	Oregon Utilities/Geofencing	1,487	9	0.61%
Custom Excavating-Dean Larson	2060 SE Airport LN	Oregon Utilities/Geofencing	224	2	0.89%
Eastern Oregon Rental & Sales	3925 10th ST	Oregon Utilities/Geofencing	654	4	0.61%
Farm Equipment Headquarters Inc.	731 Airport RD	Oregon Utilities/Geofencing	128	1	0.78%
Helpful Ace	2273 N Bayshore DR	Oregon Utilities/Geofencing	4,051	20	0.49%
Johnson Rock Products Inc	62157 HWY 101	Oregon Utilities/Geofencing	451	2	0.44%
Kel-Cee Hardware Store	1350 101 HWY S	Oregon Utilities/Geofencing	3,555	13	0.37%
Knife River	85029 US-101	Oregon Utilities/Geofencing	293	2	0.68%
Knife River Corp	3055 Ocean BLVD SE # 1	Oregon Utilities/Geofencing	4,716	17	0.36%
Laskey-Clifton Corp	75355 US 101	Oregon Utilities/Geofencing	1,104	7	0.63%

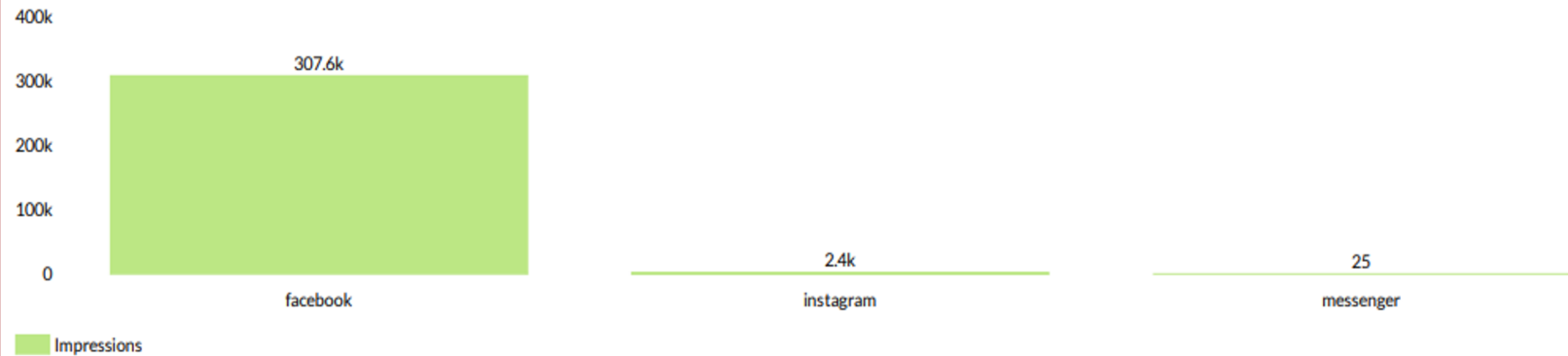
Mobile-to-Social: Facebook Response

182 Clicks/179 Unique Clicks

f Campaign Performance

Campaign	Impressions	Clicks	Unique Clicks	CTR	Post Engagement	Total Ad Reach	Avg. Daily Frequency
POR_Oregon Utility Notification Center	310,014	182	179	0.06%	127	211,328	1.23

f Platform Placements



f Untitled Widget

Ad	Impressions	Clicks	CTR
New Traffic Ad	310,014	182	0.06%

TARGETED DISPLAY

Targeted display ads are relevant banners ads that are placed on both mobile and desktop versions of websites and target your ideal prospects to expand brand awareness. They are highly targeted to reach your prospects 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



MOBILE-TO-SOCIAL

Through mobile polygonning and geofencing technology, after we've drawn precise borders around specific locations (equipment dealers, rentals, etc.) 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, Instagram, apps or desktop pages.

KEY BENEFITS:

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

POLYGON EXAMPLE

ERS Equipment Rentals - Seaside,, OR





ALPHAMEDIA



THANK YOU FOR YOUR CONTINUED PARTNERSHIP

QUESTIONS?

You can find me at

ayn.sargent@alphamediausa.com

UTILITY COUNCILS 990 TRACKING

Tax Year 2022

Client	501©	FYE	Original Due Date	Deliverables (FED)	Status	Deliverables (STATE)	Status2	Notes
BAKER COUNTY UTILITIES COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	
CENTRAL OREGON UTILITY COUNCIL	501©3	12/31/2022	5/15/2023	990-N		N/A	N/A	Council is in process of dissolving. Need to final final 990-N
DOUGLAS COUNTY UTILITY COORDINATING COUNCIL	501©6	12/31/2022	5/15/2023	990-N	COMPLETE	N/A	N/A	501©6 - Not required to file CT-12
EAST LINN UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	
HOOD RIVER UTILITY COORDINATING COUNCIL	-	12/31/2022	5/15/2023	990-N		CT-12		Awaiting information from John Buckley to complete registrations.
KLAMATH UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N		CT-12	Extended	Need to complete 1023-EZ with new EIN. Sent email to Robbie on 6.7.23 for Secretary.
LANE UTILITY COORDINATING COUNCIL	-	12/31/2022	5/15/2023	990-N	N/A for 2022	CT-12	N/A for 2022	Still need to file for exemption. Not elig for 501©3. May need to file as 501©6
LINCOLN UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	
LINN-BENTON UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	Need to research IRS rejection
MALHEUR UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	N/A - DISSOLVED	FINAL 990-N
METROPOLITAN UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	
MID-WILLAMETTE UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	Extended; pending	need 2022 revenue still. CT-12 report saved. Need to research IRS rejection
NORTH-COAST UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	Need to research IRS rejection
OREGON UTILITIES COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-EZ	Extended	CT-12	Extended	Returns have been prepared. They are in review.
ROGUE BASIN UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	
SOUTH COAST UTILITY COORDINATING COUNCIL	-	12/31/2022	5/15/2023	990-N		CT-12	Extended	Need to complete 1023-EZ with new EIN. Sent email to Tracy to review and approve on 6.7.23
UMATILLA, MORROW, GILLIAM COUNTY UTILITIES COORD	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	
UNION COUNTY UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	Extended	Need Revenue
WASCO COUNTY UTILITY COORDINATING COUNCIL	501©3	12/31/2022	5/15/2023	990-N	COMPLETE	CT-12	COMPLETE	
YAMHILL UTILITY COORDINATING COUNCIL	501©6	12/31/2022	5/15/2023	990-N	COMPLETE	N/A	N/A	501©6 - Not required to file CT-12

OUCC REGISTRATIONS AND OTHER FILINGS

#	Council Name	SOS Next Renewal Date	IRS Exempt Application	Oregon DOJ registration	Notes:	2023 Wicks Billings-to-date	2023 Budget
18	Baker County Utilities Coordinating Council	4/19/2024	DONE	DONE		400	440
15	Central Oregon Utility Coordinating Council	2/10/2024	WAS ALREADY DONE	N/A	COUNCIL IS DISSOLVING	150	590
9	Douglas County Utility Coordinating Council	3/24/2024	WAS ALREADY DONE	N/A - council is a 501c6 entity		250	270
7	East Linn Utility Coordinating Council	7/15/2023	DONE	DONE		250	-
13	Hood River		TO DO	TO DO	Unable to get in contact with council	-	-
12	Klamath Utility Coordinating Council	11/2/2023	TO DO	DONE	Working on re-applying under new EIN	100	915
8	Lane Utilities Coordinating Council	9/20/2023	TO DO	TO DO	Council is listed as a mutual benefit. Need to change to public benefit before we can file 1023-EZ. Secretary of State has been unresponsive to my requests.	-	1,065
5	Lincoln County Utility Coordinating Council	7/16/2023	DONE	DONE		250	440
6	Linn-Benton Utility Coordinating Council	7/15/2023	DONE	DONE	IRS rejected the 990-N. Will need to do research with IRS.	250	440
19	Malheur Utility Coordinating Council	10/9/2023	WAS ALREADY DONE	N/A	COUNCIL IS DISSOLVED	275	590
2	Metropolitan Utility Coordinating Council	7/16/2023	DONE	DONE		250	440
3	Mid-Willamette Utility Coordinating Council	11/2/2023	DONE	DONE	IRS rejected the 990-N. Will need to do research with IRS.	-	440
1	North Coast Utilities Coordinating Council	12/7/2023	DONE	DONE	IRS rejected the 990-N. Will need to do research with IRS.	250	440
11	Rogue Basin Utility Coordinating Council	1/16/2024	WAS ALREADY DONE	WAS ALREADY DONE		400	440
10	South Coast Utility Coordinating Council	11/2/2023	TO DO	DONE	Working on re-applying under new EIN	-	1,065
16	Umatilla, Morrow, Gilliam County Utilities Coordinating Council	4/23/2024	WAS ALREADY DONE	WAS ALREADY DONE		400	440
17	Union County	7/16/2023	DONE	DONE		-	440
14	Wasco County Utilitiy Coordinating Council	8/26/2023	DONE	DONE		250	440
4	Yamhill Utilities Coordinating Council	1/1/2024	WAS ALREADY DONE	N/A - council is a 501c6 entity		250	270
	OREGON UTILITIES COORDINATING COUNCIL	4/22/2024	WAS ALREADY DONE	WAS ALREADY DONE		350	
						4,075	9,165