

OUCC Meeting • The Sheraton Hotel, Portland, OR + Zoom

Meeting Minutes -

Meeting Date: January 15, 2025

Call to order:

Scott Gallegos called the meeting to order at 1:30 p.m. and introductions were made. Scott welcomed members and guests.

A motion was made by Alba to approve minutes with provided edits from 10.16.24 and 2nd by Robbie. Kitty will post approved minutes on the OUCC website.

Treasurer's Report:

Members reviewed the December 2024 Treasurer's Report submitted by Alba.

Alba shared the following to members: Current balance: \$16,786.84

Balance includes \$0 for annual assistance funds. \$8,722.34 for Additional Assistance Funds.

\$4,249.53 in trailer funds. \$333.61 in Tax Advisor funding and \$1,731.36 in Operating Expenses.

Balance based on Alba's report.

A motion to accept the treasurer report was made by Jason and 2nd by Robbie.
(See attachment for full report)

Alba reminded members to provide their 2025 Officers and complete the forms that were emailed out by Kitty. Please cc them both.

P & E Report:

- The 811 trailer has been restocked with 811 swag for 2025 events.
- The 811 trailer needs its yearly maintenance checkup. Jake volunteered to take care of this.
- To reserve the 811 trailer for your next council event? [Click here](#)

-Kitty reminded members of the newsletter going out each quarter called, 'Keeping Us Connected'. Each quarter, she'll email 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@digsafelyoregon.com

DIRT Report:

No full report was given today. To see the full 2022 DIRT and Data Report, [click here](#)

Zone Reports

Zone 1-

-Yamhill UCC: Steve Zimmerman previously reported the council meets the 2nd Thursday each month with 8 attending.

- No updates provided at this meeting for 2025

-North Coast UCC: Scott reported this council is currently not active

-Mid Willamette UCC: No updates provided at this meeting for 2025

-Metro UCC: Scott reported their council meets 4th Wednesday of each month. Great turnout with private contractors attending their meetings at both locations.

- MUCC Golf tournament in July of 2025 planning stages have begun.

- Contractor lunch this past November was held at NWN in Sherwood. Broadband presentation. Great turnout. They are partnered with Yamhill Council.

- Kitty let the council know their contact (Nonnie) at Ronald McDonald house no longer works there.

Zone 2-

-Linn Benton UCC: Garry Black previously reported they meet the 4th Friday with 7 to 10 members attending. He shared they partner with East Linn to get a higher attendance.

- No updates provided at this meeting for 2025

-East Linn UCC: Jason Williams previously reported they meet the 4th Friday. every other month. 5-7 people attending.

- No updates provided at this meeting for 2025

-Lane UCC: Jason Robinson reported they meet 1st Thursday of the month. 20-40

- Contractor Appreciation Lunch was November 7th. 100 attending. Excellent presentation from a locator and excavator side

- Discussion for online training with NWN

- Adding a monthly meeting with officers

-Lincoln UCC: Lynn Detering reported their council meets 4th Wednesday each month; 10-15 attending.

- Contractor's meeting in Lincoln City at the NW Natural facility

Zone 3-

-Douglas County UCC: Ryon reported: his council meets the last Tuesday and hopes to go back to monthly meeting. So far this year, his council has participated in:

- No updates provided at this meeting for 2025

-South Coast UCC: Tracy Pierce reported council meets quarterly the 4th Thursday with 2 locations. 10-20 people attended last meeting

- No updates provided at this meeting for 2025

-Klamath Falls UCC: Robbie West reported they meet quarterly following the OUCC & OUNC meetings so he can report back. 10 + attend. Lunch is provided by the City of K Falls.

- December, they held their first contractors drive thru breakfast.

- Spring contractor meeting – planning stages

- Annual Home Show – planning stages

-Rogue Basin UCC: Jeff Sima reported they meet quarterly; 2nd Wednesday.

- Safety Fair – City of Central Point was in August

- Sponsoring a hole at the American Water Works golf tournament.

Zone 4-

-Hood River UCC: Jake Gilbertson reported, they meet every other month; first Thursday of the month. 6-8 members at last meeting. He is not reaching out for funds yet till the prior President resolves the banking.

- Waiting of council's finances (around \$5k)

- Discussing \$\$ spent on advertising

- Scheduling a contractors breakfast
- Wasco County UCC: Jake Gilbertson reported they meet each month at Cousin's- 3rd Thursday of the month. 8-10 attend meetings
 - Held a contractor lunch/meet and greet in Hood River.
- Central Oregon UCC: this council was disbanded in 2022

Zone 5-

- Umatilla UCC: No updates provided at this meeting for 2025
- Union UCC: Diana Anderson previously reported they meet in La Grande for lunch quarterly.
 - No updates provided at this meeting for 2025
- Baker UCC: No updates provided at this meeting for 2025
- Malheur UCC: this council was disbanded in 2022

Old Business:

- **Alpha Media** – Ayn Sargent | Media Strategist | Alpha Media shared the re-cap from OUCCs four (4) month campaign. (See full report attached)
 - Campaign Performance Report: 260.36K Impressions; 1.81K Clicks and 0.70% CTR (all above average)
 - Facebook Targeting Performance Report: 142.79K Impressions, 484 Link Clicks and 0.34% CTR (click through rate)
 - Creative Ads: our Construction Ads out preformed our Homeowner ads per Impressions
 - Overall campaign was focused on the councils counties that are currently not active.
- **Taxes:** Presented by Erica Aitken of Wicks Emmet LLP:
 - 2023 Tax Year Overview (See full report attached)
 - Dissolved Councils in 2023 & 2024: Central Oregon, Malheur, North Coast and Baker.
 - Dissolution Information & Other Options – reports show what steps are taken to dissolve a council and then the costs to re-engage the council.
 - 2024 Tax Year Action Items: Due date for IRS and DOJ is May 15, 2025 with no penalties.
 - Each council needs to provide the following
 1. Bank Statement or balance as of 12/31.24
 2. Total 2024 Revenue for the council
 3. List of elected Board Members
 - Need to have at least 3 individuals
 - Need to have 3 officers assigned: President, Secretary, Treasurer
 - The same person can fill 2 of the officers positions but not all 3.
 - Questions ? Contact: erica@wicksemmet.com
(Wick/Emmitt will pay councils fees when filing and invoice OUCC for reimbursement.)

• **Discuss additional funds from OUNC –**

- Scott opened the discussion by sharing the OUCC now has four inactive councils. Do we ask for additional funds? We need to communicate with OUNC and how the \$60K is being spent.
- Kevin Hennessey shared how efforts can be going and content used:
 - Send survey to Design Engineers
 - Focus on Oregon broadband expansion
 - Create the expectation of work, join your local council
 - CGA provides online educational classes
 - Focus on Permitting Departments

New Business:

- 2024 Morrison Award Recipient – Lyssa Patterson
 - Scott shared some highlights on Lyssa’s involvement with OUCC and Metro Council. Kitty shared she had nominated Lyssa this year and thrilled to have our first female recipient. To read more, [click here](#).
- Interactive Dashboard – One Call Concepts
 - Scott shared this new online resource provides detailed statistics on utility locate tickets statewide in a convenient interactive format.
 - To learn mor, [click here](#).

Good of the Order:

- Amazon Gifts Cards: Jeff Simas and Alba Vogland will receive a \$25 gift card.
- Robbie shared an idea for an office poster that had important information. Include a qr code. He will send his ideas to Kitty.
- Josh Thomas, staff, share Rulemaking: Changes to Oregon Dig Rules in 2025
 - To view the seven (7) rules going into effect April 1, 2025, [click here](#).

2025 Quarterly Meeting Schedule for OUCC

April 16th – Seven Feathers, Canyonville

July 16th – Salishan Resort, Gleneden Beach

October 15th – Wildhorse Resort, Pendleton

Meeting adjourned 3:32 pm

Minutes submitted by Kitty O’Keefe February 8, 2025



OUCC Treasurers Report January 2025

Current Balance **\$13,618.84**

The checkbook balances with the statement for December 2024.

There is one (1) outstanding item in the amount of \$50.00.

The balance above includes the following:

\$	0.00	Annual Assistance Funds
\$	7,254.34	Additional Assistance Funds
\$	383.61	Tax Advisor Funding (see note #1 below)
\$	4,249.53	Trailer Fund
\$	0.00	(Next Joint States fund for 2030?); and the balance of
\$	1,681.36	Operating expenses, includes dues collected and vendor line items

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

1/13/2025

Notes:

- 1 As needed, Additional Assistance funds are transferred:
 - a. To the Tax Advisor line to cover the Tax Advisor invoices. We try to start that line item with enough money each year, but it always varies depending on how much Wicks Emmett needs to do for each council.
 - b. To the Vendors line to cover approved media outreach in the fall.



Oregon Utilities Coordinating Council

Campaign Performance Report

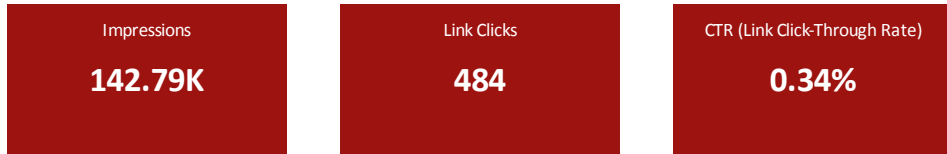
Overall Performance KPI's

260.36K
IMPRESSIONS

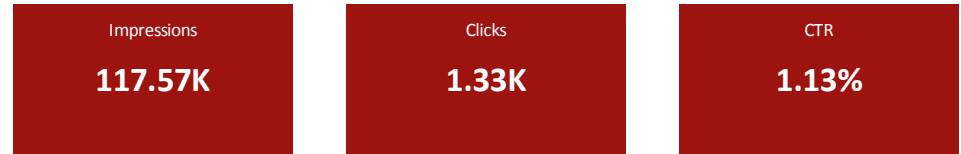
1.81K
CLICKS

0.70%
CTR

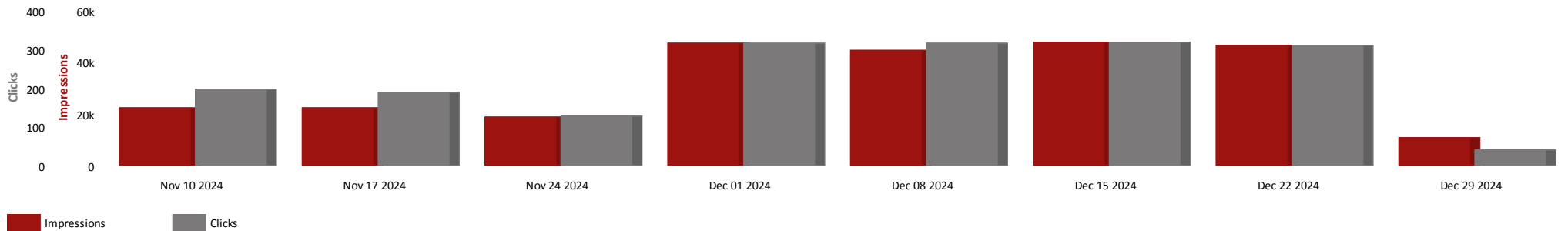
Facebook Performance



Mobile Performance



Campaign Performance by Date



Facebook Targeting

Performance Report

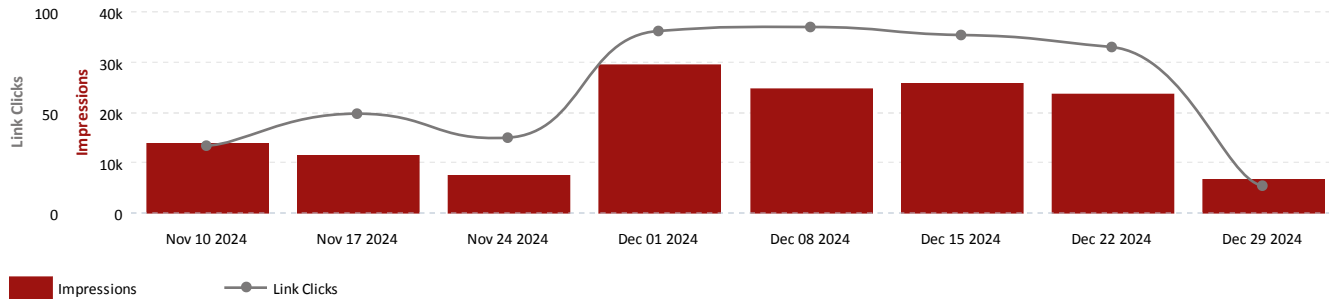
Overall Performance

Impressions
142.79K

Link Clicks
484

CTR (Link Click-Through Rate)
0.34%

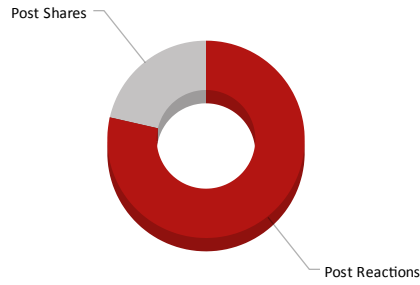
Impressions vs. Clicks



Performance by Tactic

Campaign	Impressions	Link Clicks	CTR (Link Click-Through Rate)
Audience Targeting (MTS) 2024 (Construction)	50,498	215	0.43%
Device Targeting (MTS) 2024 (Construction)	48,098	157	0.33%
Audience Targeting (MTS) 2024 (Homeowner)	26,010	61	0.23%
Device Targeting (MTS) 2024 (Homeowner)	18,183	51	0.28%
Total	142,789	484	0.34%

Actions & Engagement Performance



■ Page Likes 0
 ■ Post Reactions 11
 ■ Post Shares 3
 ■ Post Comments 0

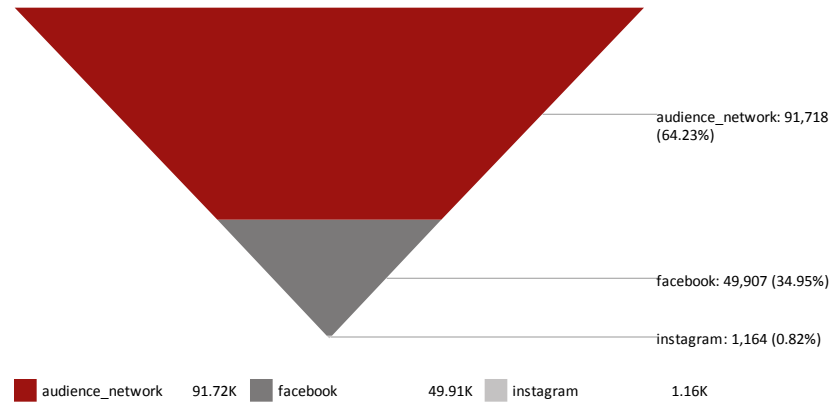
Total Reach & Frequency

22.69K 6.29
 REACH FREQUENCY

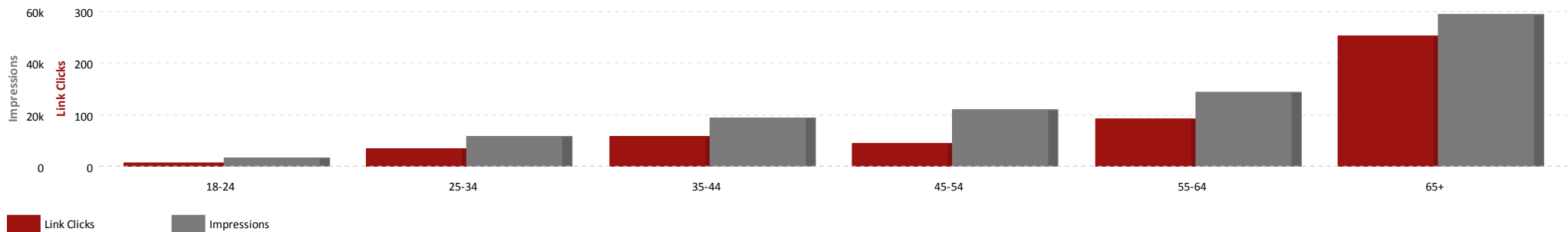
Performance by Platform

Platform	Impressions	Link Clicks	CTR (Link Click-Through Rate)
audience_network	91,718	285	0.31%
facebook	49,907	199	0.40%
instagram	1,164	0	0.00%
Total	142,789	484	0.34%

Impression Breakdown by Platform



Performance by Age



Performance by Gender

Gender	Impressions	Link Clicks	CTR (Link Click-Through Rate)
female	79,779	270	0.34%
male	61,170	206	0.34%
unknown	1,840	8	0.43%
Total	142,789	484	0.34%

Top Performing Creatives

Mobile Preview	Ad	Impressions	Link Clicks	CTR (Link Click-Through Rate)
	11/11/24 Construction	98,596	372	0.38%
	12/1/24 Homeowner	44,193	112	0.25%
Total		142,789	484	0.34%

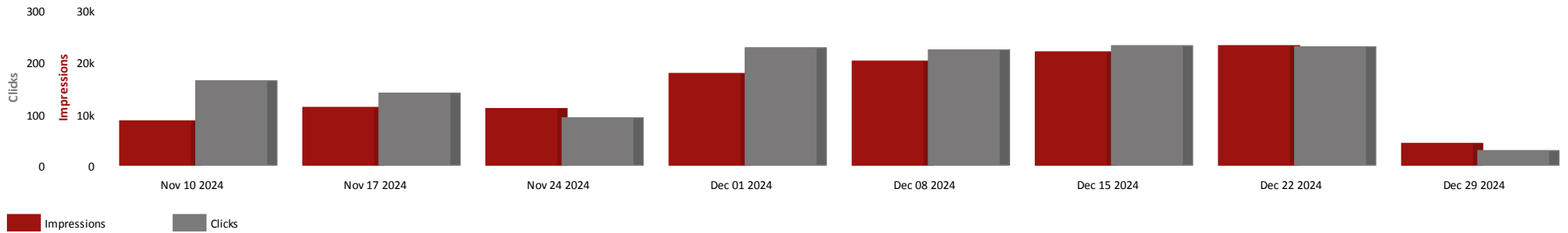
Mobile Targeting

Performance Report

Overall Performance

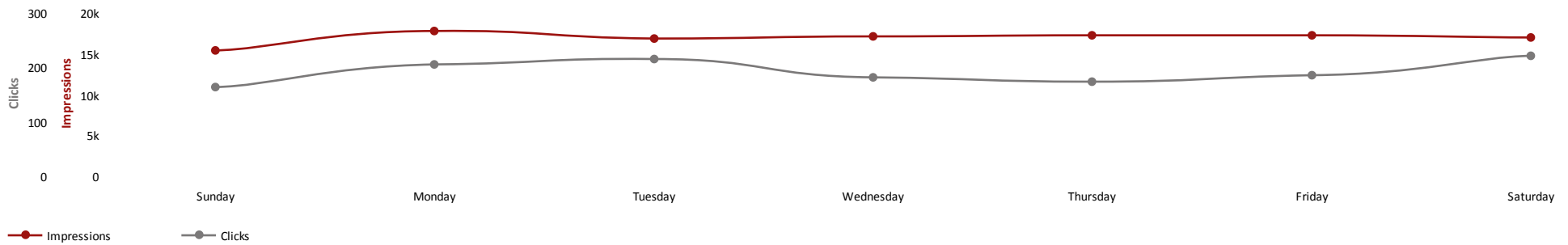
117.57K **1.33K** **1.13%**
IMPRESSIONS CLICKS CTR

Performance by Date



Performance by Tactic

Lineitem Name	Impressions	Clicks	CTR
Lookalike Targeting Construction (Dec 24)	20,433	223	1.09%
Device Targeting Construction (Dec 24)	20,330	179	0.88%
Campaign Retargeting Construction (Dec 24)	20,305	161	0.79%
Lookalike Targeting Construction (Nov 24)	9,883	119	1.20%
Campaign Retargeting Construction (Nov 24)	8,689	97	1.12%
Device Targeting Construction (Nov 24)	8,637	119	1.38%
Lookalike Targeting Homeowner (Dec 24)	8,334	111	1.33%
Campaign Retargeting Homeowner (Dec 24)	8,112	121	1.49%
Device Targeting Homeowner (Dec 24)	8,079	112	1.39%
Precise Targeting Construction (Nov 24)	3,451	57	1.65%
Total	117,566	1,326	1.13%

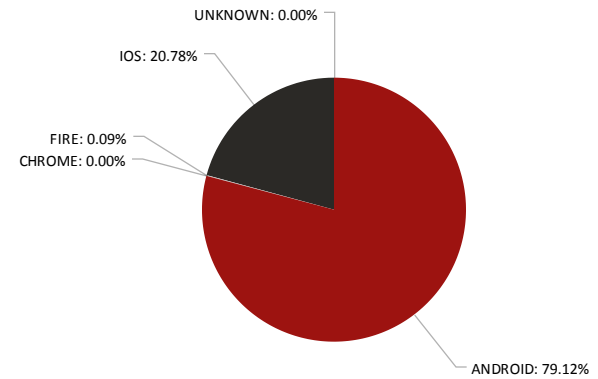
Performance by Day of Week


Creative Performance

Creative Name	Impressions	Clicks	CTR
121523-OregonUtilityNotificationCenter-320x50	58,665	558	0.95%
121523-OregonUtilityNotificationCenter-728x90	27,071	283	1.05%
100223-OregonUtilityNotificationCenter-320x50	15,187	214	1.41%
100223-OregonUtilityNotificationCenter-728x90	8,098	96	1.19%
121523-OregonUtilityNotificationCenter-300x250	6,905	124	1.80%
100223-OregonUtilityNotificationCenter-300x250	1,623	44	2.71%
121523-OregonUtilityNotificationCenter-160x600	10	4	40.00%
100223-OregonUtilityNotificationCenter-160x600	7	3	42.86%
Total	117,566	1,326	1.13%

Performance by Device

Os	Impressions	Clicks	CTR
ANDROID	93,018	919	0.99%
IOS	24,436	399	1.63%
FIRE	110	8	7.27%
CHROME	1	0	0.00%
UNKNOWN	1	0	0.00%

Delivery by Device


OREGON UTILITIES
COORDINATING COUNCIL
January 15, 2025
Tax Update

Presented by Erica Aitken of Wicks Emmett LLP – Certified Public Accountants



2023 Tax Year Overview

- ▶ All 2023 tax year returns were completed with the following exceptions:
 - ▶ Hood River: The application for tax exempt status was filed on 12/16/24. Awaiting determination letter.
 - ▶ Lane: Need resolution on type of exempt status to obtain based on current corporation formation. Sent email to Board on 12/17/24.



Dissolved Councils in 2023 & 2024

- ▶ Central Oregon - 2023
- ▶ Malheur - 2023
- ▶ North-Coast - 2024
- ▶ Baker - 2025 (in process)



Dissolution Information & Other Options

- Dissolution:

- Involves filing appropriate forms with:

- Secretary of State (\$50 fee)
 - Oregon Department of Justice (disclose disposition of assets/cash)
 - IRS via a final 990-N

- Implications:

- Cease to be a legal exempt organization in the State of Oregon and with the IRS.
 - Any earnings after dissolution would be taxable
 - Reinstatement in future incurs same application fees



Dissolution Information & Other Options (continued)

- ▶ Original costs involved in exempt applications
 - ▶ Secretary of State (\$50 fee)
 - ▶ Oregon Department of Justice (no fee)
 - ▶ IRS (\$275 or \$600 depending on situation)
 - ▶ Wicks Emmett Preparation: Varies based on time involved
- ▶ Ongoing costs to maintain exempt status:
 - ▶ Secretary of State (\$50 fee)
 - ▶ Oregon Department of Justice (\$20 minimum fee)
 - ▶ IRS (no fee)
 - ▶ Wicks Emmett Preparation: Varies based on time involved



Dissolution Information & Other Options (continued)

- ▶ Other Options:

- ▶ Dissolution is necessary if there are no longer at least 3 Board members for the organization (or aren't actively seeking to fill the positions)
- ▶ Active Board members are the only requirement to remain an active organization
- ▶ If there are intentions to re-engage the council in the future, it is typically better to remain active (have 3 people elected to the Board) than to dissolve



2024 Tax Year Action Items

- ▶ Initial due date for IRS and DOJ is May 15, 2025, with an option to extend to November 15, 2025 with no penalties.
- ▶ Each council will need to provide the following:
 - ▶ Bank Statement or balance as of 12/31/24
 - ▶ Total 2024 Revenue for the council
 - ▶ List of elected Board Members:
 - ▶ Need to have at least 3 individuals
 - ▶ Need to have 3 officers assigned: President, Secretary, Treasurer
 - ▶ The same person can fill 2 of the officer positions, but not all 3

**Thank you for your time
and for making our community
a safer place to live.**

wicks emmett LLP
CERTIFIED PUBLIC ACCOUNTANTS

We succeed when you succeed



Questions?

We'd be happy to answer them!

wicks emmett LLP
CERTIFIED PUBLIC ACCOUNTANTS

erica@wicksemmett.com

www.wicksemmett.com

541.673.4423