

OUCC Meeting • Oregon (Conference call in & Join.Me)

Meeting Minutes -

Meeting Date: December 8, 2020

Call to order:

Scott Gallegos called the meeting to order at 12:30 p.m. and introductions were made. Motion to approve minutes from 09.08.20 meeting was made by Joyce N. and 2nd by Kevin H.

Treasurer's Report:

Current balance: \$15,190.94

--Balance includes \$4,195.30 for yearly assistance funds, \$1,578.25 for additional assistance funds, \$5,208.71 in trailer funds, \$114.20 in Tax Advisor funding and \$4,094.47 in operating expenses. Balance based on Dawn's report. To date, there has been \$17,020.80 spent on taxes. See Attachment 1.

-Motion was made to accept the treasurer's report by Kevin H and 2nd by Joyce.

P & E Report: Kitty reported funds were spent at Dormers to provide each council their personalized tablecloth and pop up banners; all have shipped out. She also reported on the \$8,000 spent for Digital and Social Targeting Campaign with Alpha Media. Over 200,000+ digital impressions targeting OUCC' ideal target of men ages 25-64 working in construction, landscaping and excavation thru out the state. See Attachment 2 for full analytics.

DIRT Report: Kitty relayed to members a full report will be provide in January of 2021.

Zone Reports

Zone 1-

-Yamhill UCC: No Report

-North Coast UCC: No Report

-Mid Willamette UCC: No Report

-Metro UCC: Scott Gallegos reported their council meets 4th Wednesday of each month. Meetings are held virtually during COVID. Cancelled this year's golf tournament and hope for next year. They purchased 811 t-shirts to hand out

Zone 2-

-Linn Benton UCC: Gary Black reported the council purchased \$5 coffee cards to hand out to contractor and locators as a thank you for doing a good job. The council is working on their tax filing.

-East Linn UCC: Kevin Hamilton reported they met have quarterly meetings at Big Town Hero. They will have nominations at next meeting. Looking to purchase advertising in the county paper. Joyce is helped with their councils tax filing paperwork.

-Lane UCC: Roman Hernandez reported they met last month. Council will have a 2021 contractors drive thru and hand out 811 swag bags.



OUCC Treasurers Report December 2020

Current Balance **\$15,190.94**

The checkbook balances with the statement for November.

There are no outstanding transactions.

The balance above includes the following:

- \$ 4,195.30 – Annual Assistance Funds
- \$ 1,578.26 – Additional Assistance Funds
- \$ 114.20 – Tax Advisor Funding
- \$ 5,208.71 – trailer fund; and the balance of
- \$ 4,094.47 – operating expenses, dues collected and miscellaneous expenses.

Funding has been transferred from the General Fund to the Tax Advisor fund to cover all fees. These include fees for all local UCC's and the Oregon UCC tax preparations. To date, there has been \$17,020.80 spent on Taxes.

Respectfully submitted for the Oregon Utility Coordinating Council by
Dawn Hickson, Vice President/Treasurer

12.07.2020

-Lincoln UCC: No Report.

Zone 3-

-Douglas County UCC: Ryon Kersner reported the council meets at Sunshine Park in Roseburg the first Tuesday of the month.

- They started a Contractor of the Month Program where they buy lunch for the awarded person. All other activities on hold due to Covid 19 restrictions

-South Coast UCC: No Report.

-Klamath Falls UCC: Michelle Tyree reported they are doing virtual meetings. Council is going to advertise on local transit buses. She will be the new council president.

-Rogue Basin UCC: Jeff Simas reported the council has completed their tax filing. They will hold elections next month. They are advertising Call Before You Dig on a local transit bus. He's had success with some local rental companies providing a large sign to hang and providing the brochure and card rack holder (811 online store has these to order)

Zone 4-

-Hood River UCC: John Buckley submitted his report: council has not been as active due to Covid 19 restrictions. He's been handing out the 811 dashboard calendars to local businesses and contractors. They plan to develop a 811 poster for billboards. John is retiring next year but plans to stay on the council as VP and guide the new president over the year.

-Wasco County UCC: Brewster Whitmire reported the council meets virtually. They plan to advertise on a local billboard. They are providing 811 swag to local locate companies.

-Central Oregon UCC: No Report.

Zone 5-

-Umatilla UCC: No Report

-Union UCC: Kurt Hansen is a new member of the UGCC and this is his first meeting.
Welcome Kurt.

-Baker UCC: Kyle McCauley reported the council has met virtually to meet Bylaws.
- Due to COVID no current events happening.
- He is working on tax filing.

-Malheur UCC: Kyle reported later this month would have a virtual meeting to meet Bylaws.
- Working on advertising with local bus company.

Old Business:

• Taxes: Erika Aitken with Wicks Emmett were on the call first part of meeting. She reminded members there is no cost to each council as OGCC has funds to pay. Wick/Emmitt will pay councils fees when filing and invoice OGCC for reimbursement.

New Business:

- Morrison Award 2020: Frank Frenzel is this year recipient. Scott shared some history of Frank's 25 years with East Linn UCC and his dedication with damage prevention. Frank was on the call and shared his gratitude and thanks to everyone. Congrats Frank!
- Funding in 2021 - Members discussed who may or may not need funds for next year. After discussion - Kevin Hamilton made a motion: funds will not be dispersed till after the next quarterly meeting in 2021. 2nd by Mark Kuntz. Motion passed.
Dawn will email members: officers list of 2021, end of year balance and will ask if you need funds now or not. If councils need extra funds there is money.

Good of the Order:

- Voting for State Council today:
 - President: Scott Gallegos
 - VP/Treasurer: Dawn Hickson
 - Secretary: Lynn Detering
- Michelle Tyree brought up an issue they are seeing in Klamath Falls and discussion followed. Kyle M. suggested asking the company to call in 5 day and have a written agreement so everyone is on the same page. She also mentioned ODOT has been a challenge and she's invited them to their local council meetings.
- Discussion of conflict between utility company's and locators was on the table. Suggested to contact Roman Hernandez for further discussion or help and or call USIC at 877-366-8344
- Raffle for \$200 Amazon Gift Cart went to Ryon Kershner and \$100 Dormers 811 clothing went to Jennifer Lindsey. Congrats!

-Next meeting:

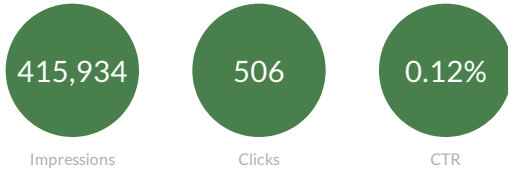
- Next Meetings:
 - 2021 – OUCC Quarterly Meetings
 - March 9, 2021 – Meeting start time is 12:30 p.m.
- Conference call is available for this meeting.
- Please dial 1-646-307-1990. Enter conference ID: 889-738-824#
- View screen share at: https://join.me/DigSafe_2019
- - June 8, 2021 - Meeting start time is 12:30 p.m.
 - September 7, 2021 - Meeting start time is 12:30 p.m.
 - December 7, 2021 - Meeting start time is 12:30 p.m.

- Dawn made a motion to adjourn and Kyle 2nd the motion.

Adjourned at 2:00 pm

Submitted by: Kitty O'Keefe on December 11, 2020.

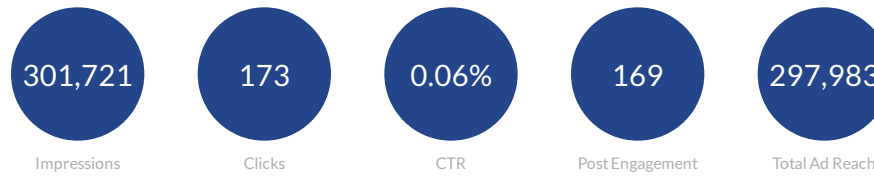
 Google Display



Mobile Ads Performance w/ Visits (Geofencing w/ Conversion Zones)



 Facebook Performance

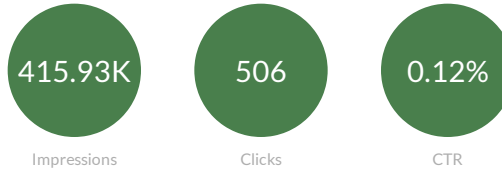


GOOGLE DISPLAY - PAGE 1

From Oct 01, 2020 to Nov 30, 2020

Created On Dec 04, 2020

Google Display KPI's



AdWords Campaign Overview Grid

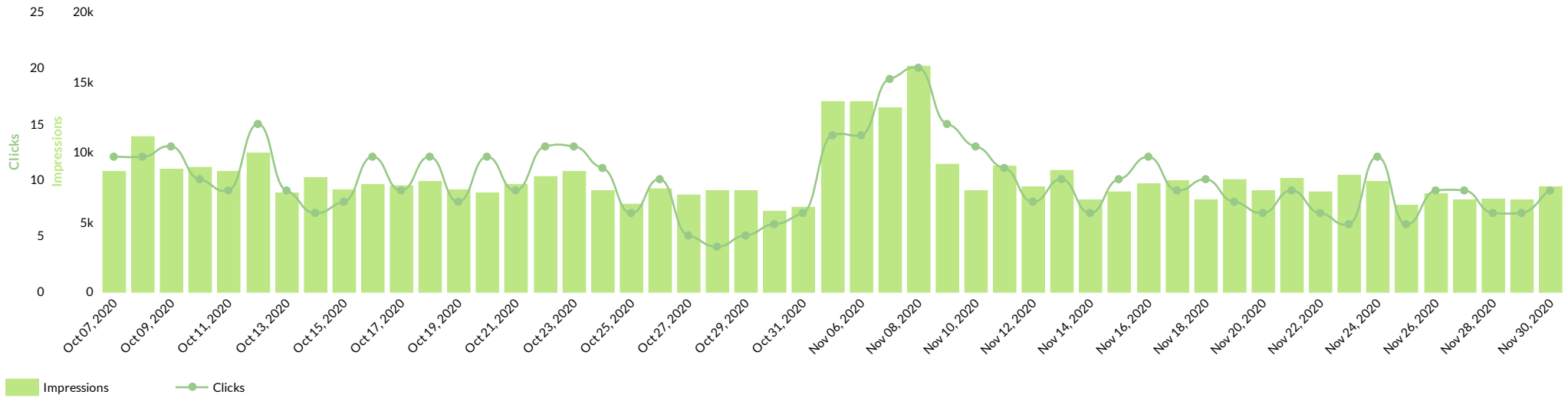
| Campaign Name | Start Date | End Date | Clicks | Impressions | CTR |
|-------------------|------------|------------|--------|-------------|-------|
| Affinity Branding | 2020-10-07 | 2020-12-31 | 120 | 316,677 | 0.04% |
| Inmarket/Intent | 2020-10-07 | 2020-12-31 | 386 | 99,257 | 0.39% |

GOOGLE DISPLAY - PAGE 2

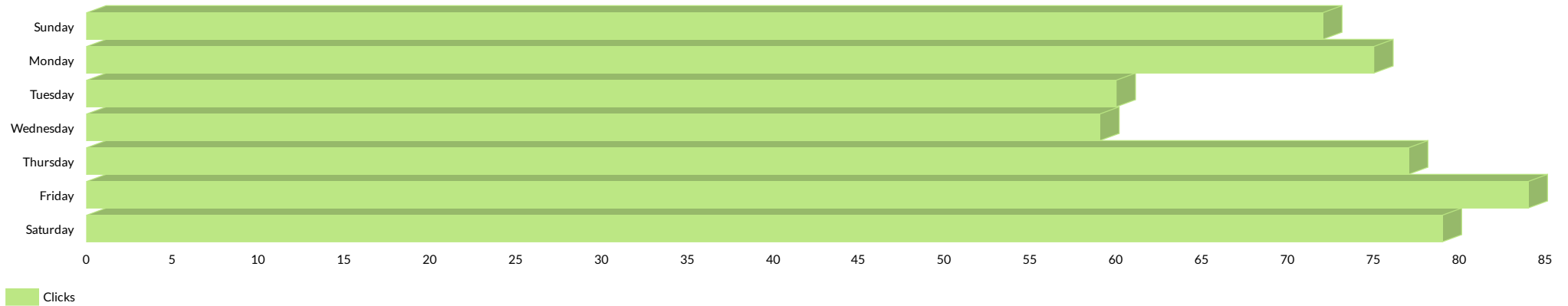
From Oct 01, 2020 to Nov 30, 2020

Created On Dec 04, 2020

Performance Trend



Clicks by Day of Week



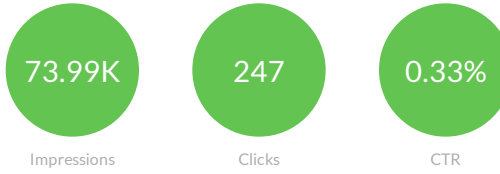
MOBILE ADS/GEOFENCING - PAGE 1

From Oct 01, 2020 to Nov 30, 2020

Created On Dec 04, 2020



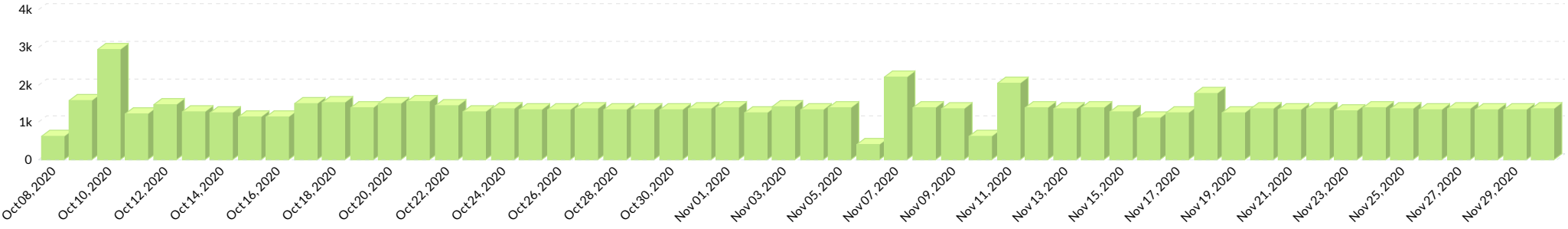
KPI's



Mobile Campaigns

| Client | Campaign Name | Start Date | End Date | Impressions | Clicks | CTR | Visits After Impressions |
|---------------------------------------|---------------------------|------------|------------|-------------|--------|-------|--------------------------|
| Oregon Utilities Coordinating Council | Oregon Utility Geofencing | 2020-10-07 | 2020-12-31 | 73,987 | 247 | 0.33% | - |

Impression Performance Trend

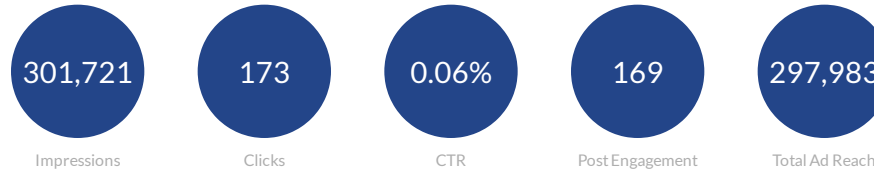


FACEBOOK ADS - PAGE 1

From Oct 01, 2020 to Nov 30, 2020

Created On Dec 04, 2020

f_{Ads} Performance KPIs



f_{Ads} Campaign Performance

| Campaign | Start Date | Impressions | Clicks | CTR |
|------------|------------|-------------|--------|-------|
| Oregon 411 | 2020-10-07 | 301,721 | 173 | 0.06% |

f_{Ads} When are our ads most visible?

