

Oucc Meeting • Salem – The Grand Hotel + Zoom

Meeting Minutes -

Meeting Date: December 13, 2023

Call to order:

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

A motion was made by Alba Vogland to approve minutes from 9.20.23 and 2nd by Robbie West. Kitty will post approved minutes on the OUCC website.

Treasurer's Report:

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

Alba shared the following to members: Current balance: \$22,888.85

Balance includes \$1,067.86 for annual assistance funds. \$3,190.75 for Additional Assistance Funds. \$4,249.53 in trailer funds. \$287.50 in Tax Advisor funding and \$14,093.21 in Operating Expenses. Balance based on Alba's report.

A motion to accept the treasurer report was made by Lynn and 2nd by Diana.

(See attachment for full report)

P & E Report:

- Kitty shared with members that a new pop up 811 tent and 811 tablecloth have been purchased. This was approved at the Q3 meeting. Both are in the 811 trailer. New banner was made for showcasing FREE Snowcones.

-Kitty reminded members of the new letter going out each quarter called, 'Keeping Us Connected'. This newsletter has gone out three times now! 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:

Nothing new to report on DIRT from last quarter.

To view, click on [2022 DIRT](#)

Please join the OUNC's next scheduled Data & Research committee meeting on January 4, 2024, at 10am. Contact Kitty for additional information.

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

- McMinnville Public Works Day – May 2023

- Newberg Public Works Day – June 2023

- Sherwood Cruise in Sponsorship 2023

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

-Scott shared this council is struggling but hope to get some traction 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.
 - Salem Public Works Day – June 2023
 - Keizer Fire Safety event – Oct 2023
- Metro UCC: Scott reported their council meets 4th Wednesday of each month.
 - Contractor's luncheon in November was a success. Great turnout. Representative from Ronald McDonald House said a few words of gratitude to the group. Metro raised \$5,000 for this charity.
 - MUCC Golf tournament for 2024 is in planning stages. (July 12, 2024)

Zone 2-

- Linn Benton UCC: Garry Black reported they meet the 4th Friday with 7 to 10 members attending.
 - Linn County Fair along with ELUCC (joint effort)
 - Contractors breakfast - October 12 (joint effort) 75 + in attendance
 - Rolling Oldies Car Show
 - National Night Out in Lebanon
 - Harrisburg Tractor Pull
- East Linn UCC: Jason Williams reported they meet the 3rd Thursday in Lebanon. 5-7 people attending.
 - Linn County Fair along with LBUCC.
 - Contractors breakfast was October 12 (joint effort) 75 + in attendance
 - Sponsored a race car in the Lebanon Speedway.
 - Halsey Light Parade – Dec. 2024
- Lane UCC: Naomi Schirtcliff reported they meet 1st Thursday of the month.
 - Council is handing out \$10 gift cards to someone who needs training on OR811 dig law.
 - Dozer Days was in June
 - reaching out to building supply stores
- Lincoln UCC: Lynn Detering reported their council meets 3rd Wednesday each month; 5-7 attending.
 - council is voting soon to change meeting dates
 - held a education luncheon
 - Contractor's dinner in August with a food truck voucher per guest. 80+ attended.
 - Lincoln City Touch a Truck
 - National Night Out event 100+ attended

Zone 3-

- Douglas County UCC: Ryon reported: his council meets the 1st Tuesday each month. Going quarterly soon.
 - Sponsored Roseburg HS wrestling
 - Council held a contractor's breakfast. 75 attended; handed out 811 hoodies.
 - Council sponsored the Douglas Fairgrounds.
 - Council had a booth at the Home Show.
 - Council hands out 811 t-shirts.

- South Coast UCC: Jason Williams reported: Council meets quarterly the 2nd Thursday.
 - Coos Bay DWTN Farmers Market.
 - Council participated in the Coos County Fair end of July
 - National Night Out Coquille

- Klamath Falls UCC: Robbie West reported they meet quarterly. 10 + attend.
 - Truck Petting Zoo Family Event
 - Council set up at The Home Show
 - Klamath County Fire District safety fair

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

Zone 4-

- Hood River UCC: Jake Gilbertson reported that John Buckley will stay on for the next year as President. They are trying to rebuild the council. Council still needs to submit tax filing info to Wicks Emmett

- Wasco County UCC: Jake Gilbertson 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.
 - The Dalles Cherry Festival parade
 - Wasco County Fair banner
 - Big Screen movie advertising

- Central Oregon UCC: this council was disbanded in 2022

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 booth
 - 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 previously reported they meet in La Grande for lunch quarterly.
 - Local County Fair – set up 811 booth
 - Union School District – radio ad at games
 - local sponsorship with school team – 811 banner
 - LaGrande wrestling tournament 1/4pg ad
- Baker UCC: Lynn Elliot previously reported they meet quarterly the 3rd Wednesday in June.
 - Council approved \$500 to sponsor Wade Williams 811 banner.

-Malheur UCC: this council was disbanded in 2022

Old Business:

• Alpha Media –

- Ayn Sargent, Sales Mgr., presented the current digital advertising campaign. To view latest performance report for OUCC's campaign, see attachment.
- Overall performance has been high on Facebook and mobile

• Taxes:

- Erica Aitken, from Wicks Emmet shared the following: (see full report attached)
- Wick/Emmitt will pay councils fees when filing and invoice OUCC for reimbursement.
- Feel free to contact: erica@wicksemmet.com

New Business:

• 2023 Morrison Award Recipient

- Congrats to Jason Williams. To see his recognition in full, [click here](#).

• Justen Oslund from Fred Spiegelberg Media

- Help support high school sports in Oregon. They provide professionalized marketing opportunities – one stop shopping.
- See full ppt attached.

• Elections for 2024 State Council Officers –

- Elections were held and 2024 OUCC Officers are: Scott Gallegos – Chair, KC Chumachenko-VC, Alba Vogland – Treasurer and Lynn Detering – Secretary.

Good of the Order:

- Amazon Gifts Cards: Gary and Whitney will receive a \$50 gift card.
- Kitty provided some raffles to members and had a few 4' x 6' outdoor banners to give away
- Josh shared OUNC has 7 rule changes being proposed. To see full report, [click here](#)

2024 Quarterly Meeting Schedule for OUCC

April 3, 2024 – Best Western, Hood River

July 17, 2024 – Salishan Resort, Gleneden Beach

October 16, 2024 – The Gordon Hotel, Eugene

Meeting adjourned at 3:00 pm

Minutes submitted by Kitty O'Keefe Jan.2, 2024



OUCC Treasurers Report December 2023

Current Balance

\$22,888.85

The checkbook balances with the statement for November 2023.

There are no outstanding transactions.

The balance above includes the following:

| | | |
|----|-----------|---|
| \$ | 1,067.86 | Annual Assistance Funds (see note #1 below) |
| \$ | 3,190.75 | Additional Assistance Funds |
| \$ | 287.50 | Tax Advisor Funding (see note #2 below) |
| \$ | 4,249.53 | Trailer Fund |
| \$ | 0.00 | (Next Joint States fund for 2030?); and the balance of |
| \$ | 14,093.21 | Operating expenses, dues collected, tax advisor and vendor line items |

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

12-11-2023

Notes:

- 1 As needed, Additional Assistance funds is 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.

Update on 12.13.23 – OUCC Taxes

Status of 2022 Taxes:

As of today, the 990 Series return and the Oregon CT-12 filing (if applicable) were successfully filed, with the exception of 5 councils:

- 1) **Hood River:** I have been in communication with John Buckley to work on getting all of the applications completed. I obtained a POA to be able to research the EIN, as the original EIN was unable to be located. [At this point, we will need to apply for a new EIN to be able to file for exemption. This is in process.](#)
- 2) **Lane County:** I haven't had any recent communications with any of the Lane County board members. We are unable to apply for exemption under 501(C)3 due to how their Articles of Incorporation were prepared and filed with the Oregon Secretary of State (prior to Wicks Emmett). We can apply for 501(C)6 status, but that classification does not allow for eligible deductible charitable contributions. [I need clarification on how the council would like to proceed.](#) As an FYI, both Douglas and Yamhill are exempt under 501(C)6 status, and we can go this route if I have the go ahead.
- 3) **Linn-Benton:** I am currently working with the IRS to determine appropriate next steps. Their returns were rejected due to IRS database issues. I thought we resolved the issue over the phone, but then received a revocation notice. [Sent appeal letter via fax on 11/20/23 – waiting for response.](#)
- 4) **North-Coast:** As with Linn-Benton, the returns were being rejected to the IRS database issues. I had to obtain a POA and called the IRS on 12/7/23. The IRS agent informed me they successfully filed the 2022 return, but it will take 8 weeks to be able to obtain confirmation online. [I will check back in February to confirm status.](#)
- 5) **South Coast:** We applied for and received a new EIN in December 2022 and applied for exemption with the IRS in August 2023. We have not heard back from the IRS on the application, nor have we received a determination letter. [I will likely need to obtain a POA and call the IRS to follow-up.](#)

Planning for 2023 Taxes:

The initial tax filing deadline for calendar year end non-profits is **5/15/24**.

Kitty and Alba with the OUCC will assist with gathering the necessary information from each council to file their taxes, which includes the following:

- Total revenue received by the council in 2023,
- Ending 12/31/23 cash balance, and
- Names and titles of all Board members who served during 2023.

[Each council **MUST** have at least **THREE** Board members.](#)

Wicks Emmett plans to begin filing in mid-April. The goal is to have all council information no later than **March 31 2024**.

As a reminder, Wicks Emmett is filing all of the Secretary of State annual reports, unless the council has informed us that they would like to file on their own.



SPONSORSHIP PACKAGES

ATHLETIC SEASONS

2023 - 2024

PRESENTED TO: OREGON 811

PRESENTED BY: JUSTEN OSLUND

FRED SPIEGELBERG MEDIA // FREDSPIEGMEDIA.COM

PROUD PARTNER OF YOUR
LOCAL HIGH SCHOOLS



SAFETY IS IN YOUR HANDS.
EVERY DIG. EVERY TIME.





OUR STORY

MISSION To provide critically needed funding for our local high schools. We support athletic department, not single sports offering equitable and fair funding to all student athletes.

WHO Fred Spiegelberg Media is a small family owned business derived on the love of high school athletics. Fred Spiegelberg coached for 35 years at medford high school. His son, Barry represented Beaver Sports Properties for 19 years.

We provide professionalized marketing opportunities for businesses in a streamlined fashion - one stop shopping.

"I am a specialist in education and athletics. FSM specializes in what I don't have time, nor the budget to do. I am grateful for our partnership with FSM."

- Mark Brown, Athletic Director, Newberg High School.

UPDATED: 11/23

WASHINGTON PARTNERS

Battle Ground High School

Camas High School

Mountain View High School

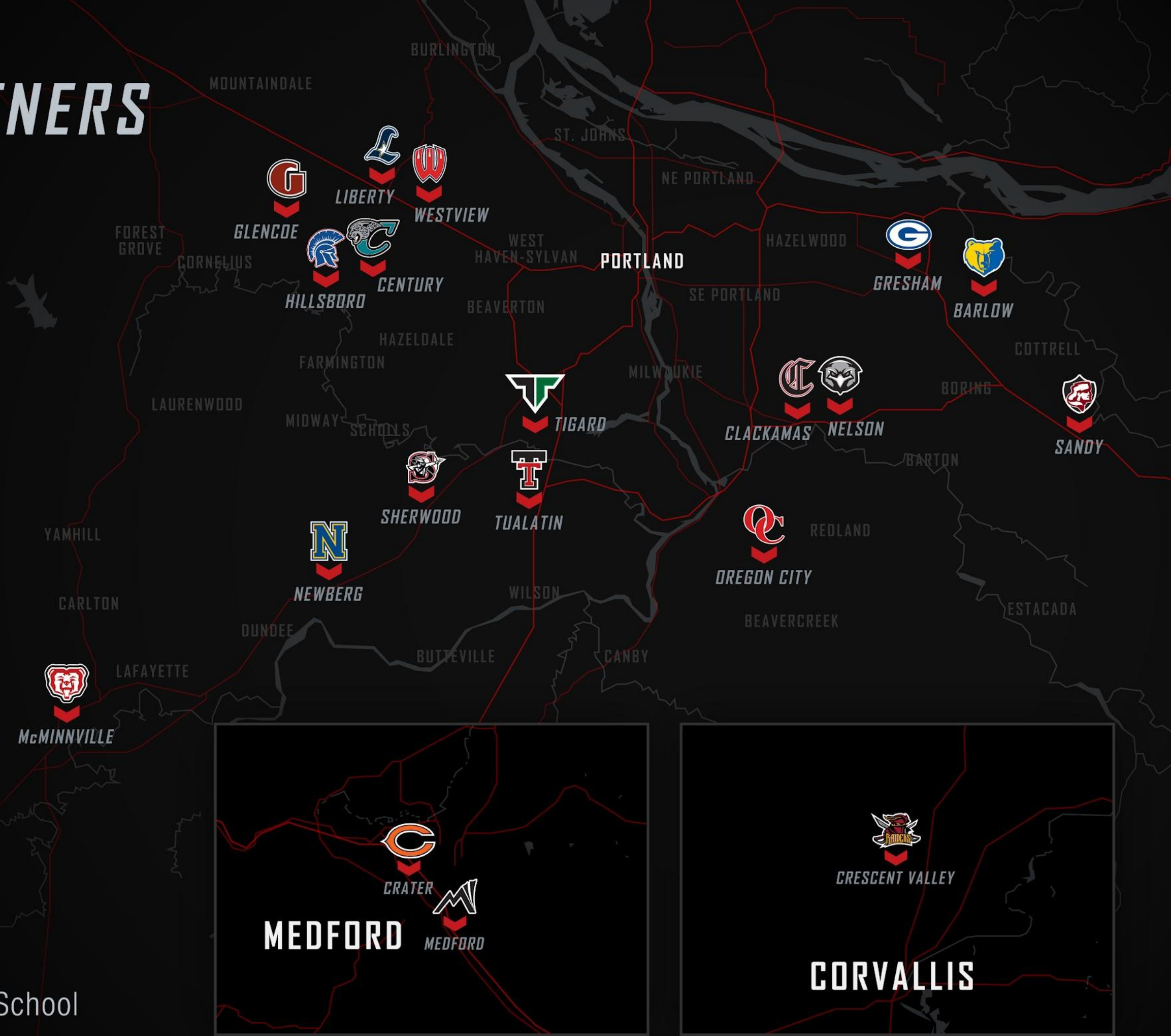
Prairie High School

Union High School



OREGON PARTNERS

- Barlow High School
- Sandy High School
- Gresham High School
- Tualatin High School
- Tigard High School
- Sherwood High School
- Newberg High School
- McMinnville High School
- Clackamas High School
- Nelson High School
- Oregon City High School
- Hillsboro High School
- Glencoe High School
- Century High School
- Liberty High School
- Westview High School
- Crescent Valley High School
- Crater High School
- North & South Medford High School



MEDIA GUIDES

FALL, WINTER, & SPRING SEASONS

Media Guide programs are printed booklets handed out at athletic events.

They are also available ***DIGITALLY*** via QR Codes at these events.

- Features information on the athletes, coaches, rosters, team photos, schedules, & school traditions.
- Business advertisements available in:

QUARTER PAGE AD
\$250/Season



HALF PAGE AD
\$350/Season



FULL PAGE AD
\$500/Season



ATHLETIC FACILITY SIGNAGE



SIGNATURE SIGNS

SIDELINE SIGNATURE



- ▲ 2-Sided (1 banner per side)
- ▲ Placed on all Football HOME games
- ▲ Dimensions:
 - 108"w x 36"h banners

COURTSIDE SIGNATURE



- ▲ 2-Sided (1 banner per side)
- ▲ Placed on all Basketball HOME games
- ▲ Dimensions:
 - 54"w x 36"h banners



GAME TITLE PACKAGE

EXCLUSIVE TO 5 (FIVE) SPONSORS

\$5,000

- ✓ Full Page Media Guide Ad for all seasons - Premium Placement (i.e. Back Cover / Inside Front Cover)
- ✓ Banners at all available athletic facilities
- ✓ Promo Posters (Sponsor logos featured on school promotional posters with QR Code)
- ✓ Website Feature (Sponsor logos showcased on school's online Media Guide landing page)
- ✓ PA Announcement at designated home games
- ✓ Category exclusive



ADDITIONAL PACKAGES

ALL-STAR *\$2,000*

- Quarter Page Ad
In All-Seasons Media Guides
- Promo Poster
- Website Feature
- Stadium, Gym, Baseball, &
Softball Sign

MVP *\$3,000*

- Full Page Ad
In All-Seasons Media Guides
- Promo Poster
- Website Feature
- Stadium, Gym, Baseball, &
Softball Sign



PRICING OVERVIEW

| Product | Price (per school) |
|--|---|
| Quarter Page (Media Guide) | \$ 250 per Season \$ 750 All-Seasons |
| Half Page (Media Guide) | \$ 350 per Season \$ 1,000 All-Seasons |
| Full Page (Media Guide) | \$ 500 per Season \$ 1,500 All-Seasons |
| Banners (Stadium, Gym, Track, Baseball & Softball) | \$ 500 per Banner (Year-Round Placement) |
| Sideline Signature Sign (Two- Sided Signage) | \$ 3,000 |
| All Star Package | \$ 2,000 All-Seasons |
| MVP Package | \$ 3,000 All-Seasons |
| Game Title Package | \$ 5,000 All-Seasons |





Campaign: mid-October to mid-April

1

Campaign Goals & Objectives:

- Increase Branding & Awareness in underserved counties

2

Proposed Solutions:

- Mobile Device Capture / Social Integration
- Audience Segment Records

3

Ad Deployment Across:

- Social Media: FB/IG
- In-App Mobile Devices

4

Geographic Targets:

- Hood River County
- Wasco County
- Union County
- Baker County
- Marion County
- Umatilla County
- Douglas County
- Jackson County
- Malheur County



Oregon Utilities Coordinating Council

Campaign Performance Report



OVERALL PERFORMANCE

238.90K

IMPRESSIONS

840

CLICKS

0.35%

CTR

FACEBOOK PERFORMANCE

Impressions

144.78K

Link Clicks

611

CTR (Link Click-Through Rate)

0.42%

MOBILE PERFORMANCE

Impression

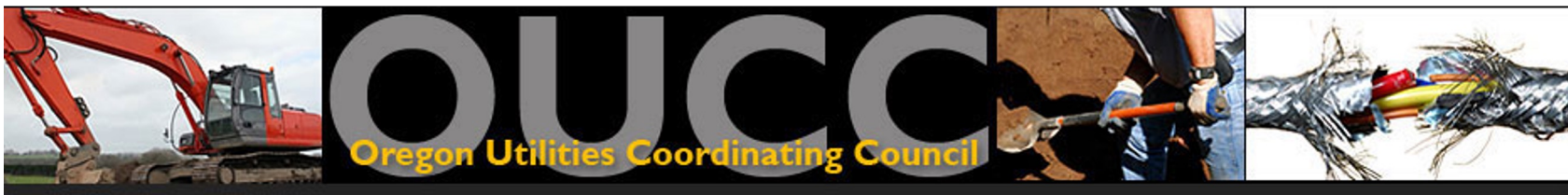
94.12K

Click

229

CTR

0.24%



Facebook Targeting

Performance Report

REACH: 32.97K

FREQUENCY 4.39

PERFORMANCE BY TACTIC (Behavioral & Device)

Performance by Tactic

| Campaign | Impressions | Link Clicks | CTR (Link Click-Through Rate) |
|----------------------------|----------------|-------------|-------------------------------|
| Behavioral Targeting-(MTS) | 82,820 | 337 | 0.41% |
| Device Targeting-(MTS) | 61,958 | 274 | 0.44% |
| Total 📊 | 144,778 | 611 | 0.42% |



Oregon Utility Notification Center / OUNC

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Learn more

Mobile Targeting

Performance Report

LINE ITEM (10/16-11/15 & 11/16-11/30)

| | Impression | Click | CTR |
|---|---------------|------------|--------------|
| Oregon Utilities Coordinating Council-(10.16 - 11.15)-Lookalike Targeting | 37,234 | 69 | 0.19% |
| Oregon Utilities Coordinating Council-(10.16 - 11.15)-Device Targeting | 35,851 | 103 | 0.29% |
| Oregon Utilities Coordinating Council-(Nov-Dec 23)-Lookalike Targeting | 14,677 | 37 | 0.25% |
| Oregon Utilities Coordinating Council-(Nov-Dec)-Device Targeting | 6,358 | 20 | 0.31% |
| Total | 94,120 | 229 | 0.24% |

CREATIVE

| | Impression | Click | CTR |
|--|---------------|------------|--------------|
| 100223-OregonUtilityNotificationCenter-320x50 | 78,689 | 164 | 0.21% |
| 100223-OregonUtilityNotificationCenter-300x250 | 7,600 | 24 | 0.32% |
| 100223-OregonUtilityNotificationCenter-728x90 | 7,184 | 39 | 0.54% |
| 100223-OregonUtilityNotificationCenter-160x600 | 647 | 2 | 0.31% |
| Total | 94,120 | 229 | 0.24% |



GEOGRAPHIC BREAKOUT

Zones 1, 3 & 5 had the highest click-through rate, between .34-.38%

Geo Breakdown

| Geo City/State | Geo Zip | Impression | Click | CTR |
|----------------|---------|------------|-------|-------|
| Medford, OR | 97504 | 20,518 | 46 | 0.22% |
| La Grande, OR | 97850 | 4,917 | 10 | 0.20% |
| Salem, OR | 97301 | 4,431 | 7 | 0.16% |
| Salem, OR | 97302 | 3,935 | 15 | 0.38% |
| Ashland, OR | 97520 | 3,920 | 9 | 0.23% |
| Pendleton, OR | 97801 | 2,565 | 3 | 0.12% |
| Keizer, OR | 97303 | 2,355 | 3 | 0.13% |
| Salem, OR | 97306 | 1,929 | 4 | 0.21% |
| The Dalles, OR | 97058 | 1,269 | 2 | 0.16% |
| Woodburn, OR | 97071 | 1,131 | 2 | 0.18% |
| Shady Cove, OR | 97539 | 959 | 1 | 0.10% |
| Baker City, OR | 97814 | 944 | 2 | 0.21% |
| Reedsport, OR | 97467 | 750 | 1 | 0.13% |
| Sutherlin, OR | 97479 | 581 | 2 | 0.34% |
| Hermiston, OR | 97838 | 564 | 2 | 0.35% |