

Oucc Meeting • Seaside – Best Western Oceanview+ Zoom

Meeting Minutes -

Meeting Date: March 7, 2023

Call to order:

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

A motion was made on Jan.12, 2023 to approve minutes from 09.13.22 meeting.

Kitty posted approved minutes on the OUCC website.

Treasurer's Report:

Members reviewed the March 2023 treasurer's report submitted by Alba.

Current balance: \$69,235.08

--Balance includes \$22,000.00 for yearly assistance funds. \$12,547.15 for Additional Assistance Funds. \$4,863.43 in trailer funds. \$1,012.70 in Tax Advisor funding and \$24,075.66 in Operating Expenses. Balance based on Alba's report.

A motion was made by Alba to close the OUCC PayPal account. Kyle Thomas 2nd and motion passed. Kitty will close the account.

A motion to accept the treasurer report was made by Kyle and 2nd by Ryon.

(See attachment for full report)

P & E Report:

Kitty shared she's working on outdoor banner ads that will be funded by OUNC's Training & Education committee. She's seeking a one-time \$500 sponsorship from companies and their company logo will be displayed on these banners.

Pacific Power, Canby Excavation, Hermiston Energy, One Call Concepts, Lovett, NW Natural and TC Energy are sponsoring. Let Kitty know if you're interested in participating. We would like to get all councils involved in hanging these signs at your facility or a job site. (See attachment)

DIRT Report:

No updates to report. You can download the 2020 reports from OUCC and OUNC website.

Zone Reports

Zone 1-

-Yamhill UCC: no report

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

-They hope to have a contractor's breakfast in the spring.

-Mid Willamette UCC: no report

-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 April 14
- Sponsoring Wounded Warrior Golf
- Partnering with ELUCC for the Linn County fair
- National Night Out in Lebanon

-East Linn UCC: Jason Williams reported they meet the 3rd Thursday in Lebanon. 5-7 people attending.

- Contractors' breakfast with LBUCC this year.

-Lane UCC: Jason Williams reported they are meet 1st Thursday of the month.

- Contractor's breakfast included PUC and OSHA speakers.
- 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 May.
- Touch a Truck and 2 fishing derbies coming up to sponsor

Zone 3-

-Douglas County UCC: Ryon reported: his council meets the 1st Tuesday each month.

- Council is scheduling a contractor's breakfast.
- Council is sponsoring at the Douglas Fairgrounds.
- Council is providing their annual sweatshirt giveaway.
- Council had a booth at the Home Show.

-South Coast UCC: From Ryan McCarty's last report: Council meets the 2nd Thursday of each month.

- Council is working hard to get EIN #. Tracy is calling the IRS weekly.
- Council will participate in the Coos County Fair end of July

-Klamath Falls UCC: Michelle Tyree previously reported they meet quarterly at the Avista office; 3-18 attend.

- Council will be setting up their 811 booth at the Farmers Market

- Michelle reported Avista is over their yearly damages. City of K Falls hit 2 high pressure lines while drilling. OSHA came out after she called.
- She shared there are a lot of new contractors in the area and not following the Oregon Dig Law. This needs to change. She is doing all she can to help educate folks in her county.

- Rogue Basin UCC: Jeff Simas reported they meet quarterly.
 - Council had their first 811 Safety Fair January 24, 2023.
 - Food, vendors, Bryon Snapp and Kevin Hennessy presented.
 - OCC presented on ITICnxt
 - Council received additional funds

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: John Amery previously 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 reviewing Bylaws: how to get more participation for local utilities.
- Central Oregon UCC: Kyle Thomas reported this council has no participation currently. Kitty met with Marcus and Joshua from CNG to discuss their help keeping this council going. Kyle, Kitty, Josh and Don Moore met up later to continue the discussion. Trying to revive this council it's suggested they start virtual meetings and see how attendance goes.

Zone 5-

- Umatilla UCC: Jeff Brown previously reported they meet monthly at Mac's Bar & Grill; 7-10 attend.
 - 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.
 - council has updated their by-laws.
 - council is looking at summer schedule.
- Baker UCC: No Report
- Malheur UCC: John Eden shared the councils last meeting was September 2021.
 - Further discussion under 'New Business'.

Old Business:

- Alpha Media – Ayn Sargent and Natalie Cross presented the campaign that started in October of '22 and will run through April '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.
 - 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@wicksemmett.com
 1. There are currently 2 councils that do not have the required Board members. Are these councils going to be revived, dissolved, or merged with another?
 2. The extended deadline to file the tax returns was 11/15/22.
 3. Secretary of State annual reports – there continues to be confusion from some councils on if they are preparing or if Wicks is to file. We have been filing as they come due, but there have been a few that continue to file on their own and we don't realize it until we attempt to file.
 4. May 15, 20223 is Wicks deadline for filing.
- **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:

- Further Discussion – Scott Gallegos asked members
 - How to deal with councils that have low or no participation?
 - Rather than dissolve a chapter it was suggested that they would go dark or join another council. (Finances and funds would be turned over to the board an reserved for a years' time in case the chapter was restarted. Work would have to be done to restart the nonprofit status.

- Motion was made by Kyle to allow John Eden to close Malheur UCC's bank account. 2nd by Ryon K. Motion passed. John will send the check book and thumb drive to Alba.
- Ongoing discussion with councils on enforcement and questions about how and when to request an RAA with the PUC.
 - A larger discussion on enforcement and how it is a tool in the greater toolbox of damage prevention. This discussion is ongoing and the OUCC is committed to help find solutions to ongoing problems with problem contractors.
 - Alba shared with members there are 7 councils not receiving checks that equal appx. \$14,000. Let's discuss at Q2 meeting how to spend additional funds.
- Scott asked if there is value in meeting in person. Members said yes and feel the OUCC budget covers cost for 2023. Tabled till Q3.
- Amazon Gifts Cards: Marcus McCloskey will receive a \$50 gift card.

Good of the Order: 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. See attachment.

- Next meetings:** 2023 Meeting Calendar
- June 13, 2023 - Coos Bay - Mills Casino
 - September 12, 2023 – Redmond – Eagle Crest
 - December 12, 2023 – Salem – The Grand Hotel

Adjourned at 2:00 pm
Submitted by: Kitty O'Keefe on March 13, 2023



OUCC Treasurers Report March 2023

Current Balance **\$69,235.08**

The checkbook balances with the statement for February 2023.

There are three (3) outstanding transactions for the amount of \$4,736.14.
Two are for UCC Annual Funds and one (1) is for Meeting expenses.

The balance above includes the following:

\$	22,000.00	Annual Assistance Funds (see note #1 below)
\$	12,547.15	Additional Assistance Funds
\$	1,012.70	Tax Advisor Funding (see note #2 below)
\$	4,863.43	Trailer Fund
\$	0.00	2022 Joint States fund; and the balance of
\$	24,075.66	Operating expenses, dues collected and miscellaneous expenses

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

03-06-2023

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ALPHAMEDIA



**Know what's below.
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Analytics Review Targeting for Damage Reduction - OUCC Fall '22 to Winter -23

PRESENTED TO OUCC
PREPARED BY: AYN SARGENT
MARCH 7, 2023



YOUR OCT '22 -APRIL '23 CAMPAIGN

GOALS/OBJECTIVES

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

OUR STRATEGY

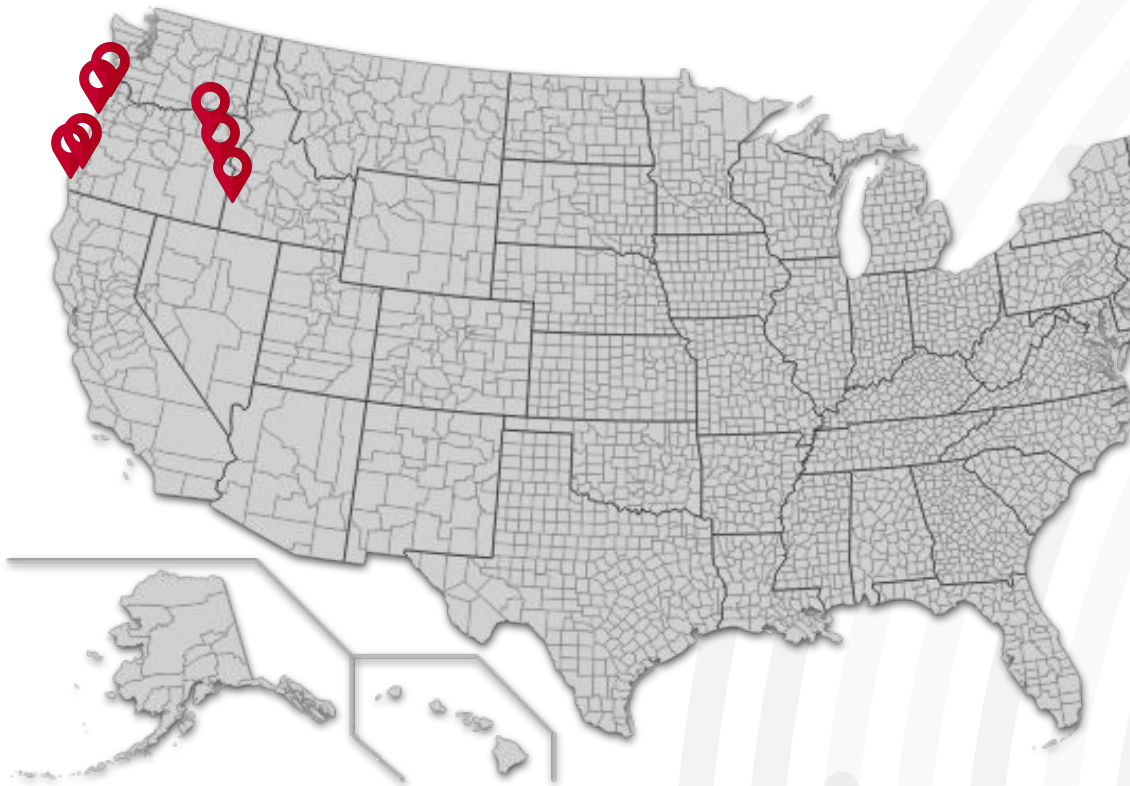
- ▶ Reach prospective contractors, excavators, and property owners through mobile, online and social targeting

PROPOSED SOLUTIONS

- ▶ Target most likely locations where prospects are based on the DIRT report, and online through geographic, demographic and behavioral data



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 Utilities Council
Date range Oct 15, 2022 to Mar 10, 2023
Created On Mar 01, 2023

Campaign Reporting


Below is an aggregate of all campaign tactics combined.

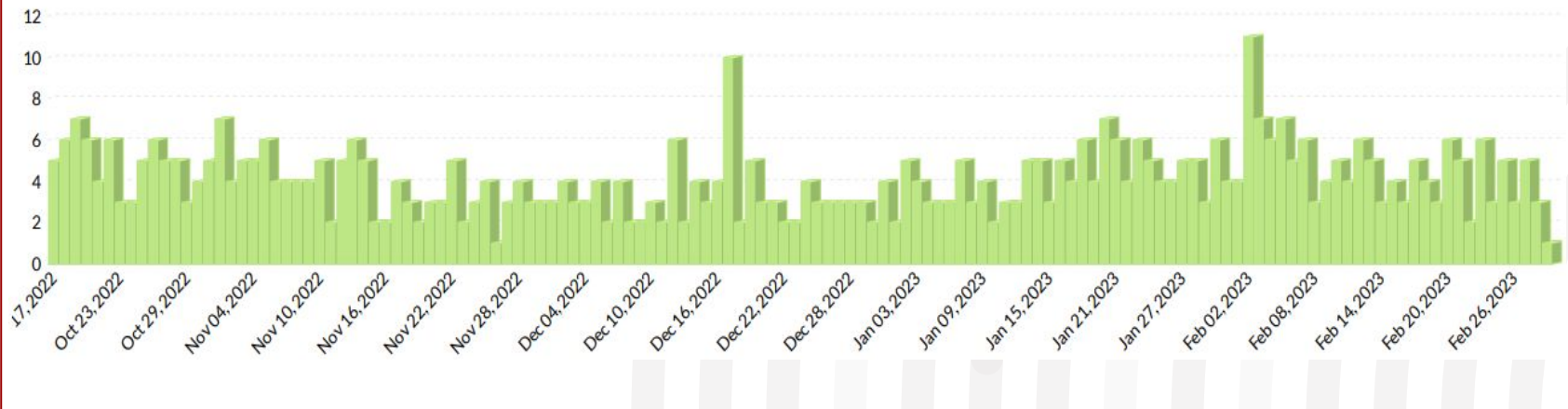
Overall Campaign Performance



Targeted Display: 554 Clicks

Campaign Name	Impressions	Clicks	CTR
Inmarket/Intent	127,811	409	0.32%
Affinity Branding	446,983	145	0.03%
Total	574,794	554	0.10%

 Performance Trend - Clicks

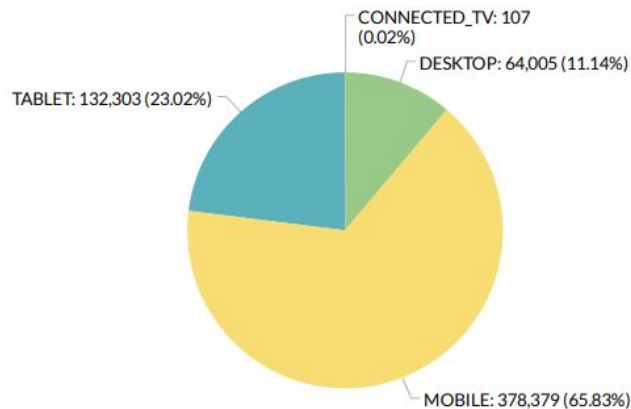


Targeted Display Ad Size & Device Breakdown

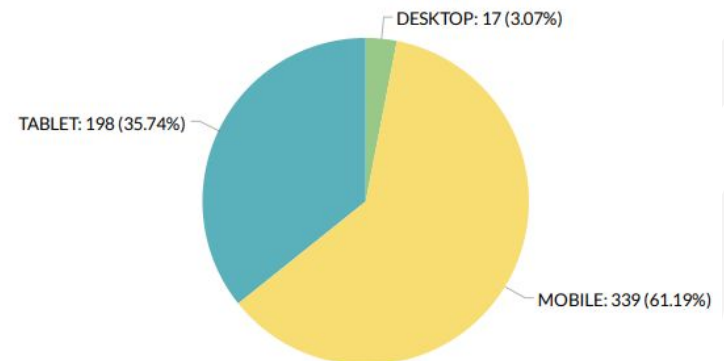
Ad Breakdown

Ad Preview	Image ad name	Impressions	Clicks	CTR
101322-OregonUtilityNotificationCenter-300x250.jpg digsafelyoregon.com	101322-OregonUtilityNotificationCenter-300x250.jpg	100,586	172	0.17%
101322-OregonUtilityNotificationCenter-320x50.jpg digsafelyoregon.com	101322-OregonUtilityNotificationCenter-320x50.jpg	365,660	260	0.07%
101322-OregonUtilityNotificationCenter-728x90.jpg digsafelyoregon.com	101322-OregonUtilityNotificationCenter-728x90.jpg	108,548	122	0.11%
Total		574,794	554	0.10%

Device Breakdown - Impressions



Device Breakdown - Clicks



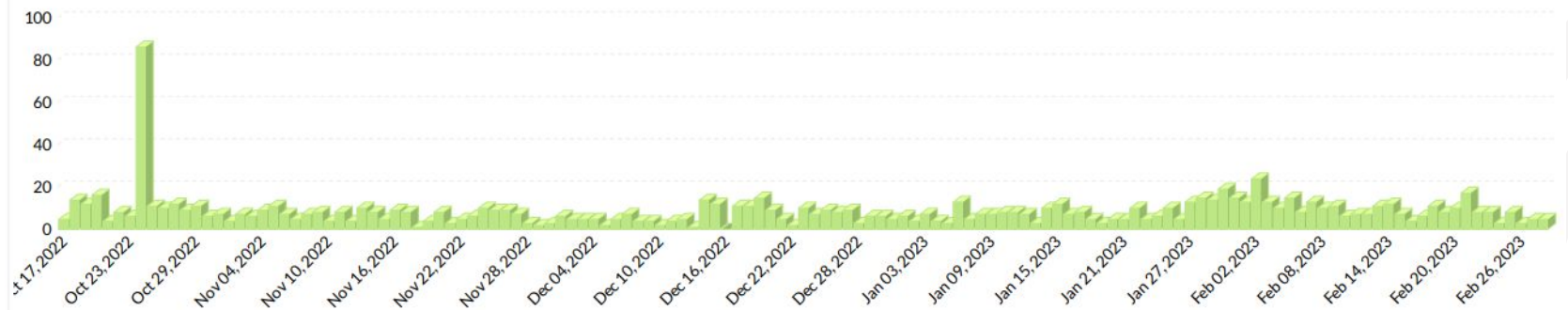
Mobile-to-Social

1116 Clicks

Mobile Ad Group Performance

Adgroup Name	Impressions	Clicks	CTR
Oregon Utilities/Geofencing	89,001	457	0.51%
Oregon Utilities/Retargeting	197,763	659	0.33%
Total	286,764	1,116	0.39%

Performance Trend - Clicks



Mobile-to-Social: Mobile Response

659 Retargeting Clicks/457 Geofencing Clicks

Business Name	Address	AdGroup Name	Impressions	Clicks	CTR
		Oregon Utilities/Retargeting	197,763	659	0.33%
AG-Bag Forage Solutions	92365 Riekkola RD	Oregon Utilities/Geofencing	334	2	0.60%
All Rents Tool & Equipment Inc	2525 101 HWY N	Oregon Utilities/Geofencing	1,115	5	0.45%
American Construction Supply & Rental	1740 SE 5th AVE	Oregon Utilities/Geofencing	2,042	14	0.69%
Big River Excavating	35064 US-101 Business	Oregon Utilities/Geofencing	237	2	0.84%
Bob McEwan Construction Inc	34154 ROUTE 26	Oregon Utilities/Geofencing	7	0	0.00%
Campbell Tractor Co	1775 SW 30th ST	Oregon Utilities/Geofencing	244	0	0.00%
Clatsop Co Lawn& Tractor	34912 US-101 Business	Oregon Utilities/Geofencing	168	0	0.00%
Clean Sweep Paving	1570 Lewis And Clark RD	Oregon Utilities/Geofencing	1,083	3	0.28%
Custom Excavating-Dean Larson	2060 SE Airport LN	Oregon Utilities/Geofencing	65	2	3.08%
Eastern Oregon Rental & Sales	3925 10th ST	Oregon Utilities/Geofencing	534	4	0.75%
Farm Equipment Headquarters Inc.	731 Airport RD	Oregon Utilities/Geofencing	56	1	1.79%
Helpful Ace	2273 N Bayshore DR	Oregon Utilities/Geofencing	3,283	13	0.40%
Johnson Rock Products Inc	62157 HWY 101	Oregon Utilities/Geofencing	373	1	0.27%
Kel-Cee Hardware Store	1350 101 HWY S	Oregon Utilities/Geofencing	2,527	9	0.36%
Knife River	85029 US-101	Oregon Utilities/Geofencing	274	2	0.73%
Knife River Corp	3055 Ocean BLVD SE # 1	Oregon Utilities/Geofencing	3,841	13	0.34%

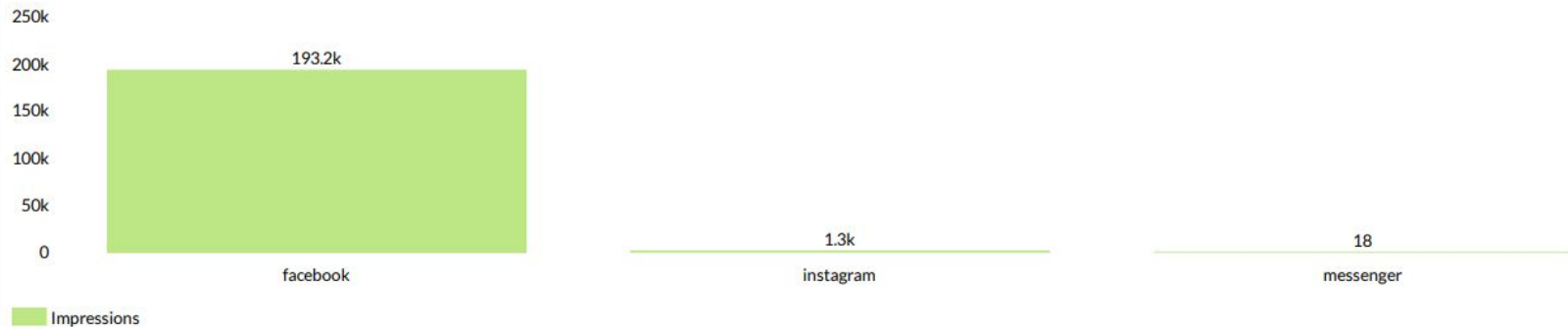
Mobile-to-Social: Facebook Response

105 Clicks/102 Unique Clicks

fb Campaign Performance

Campaign	Impressions	Clicks	Unique Clicks	CTR	Post Engagement	Total Ad Reach	Avg. Daily Frequency
Oregon Utility Notification Center	194,582	105	102	0.05%	73	134,507	1.23

fb Platform Placements



fb Untitled Widget

Ad	Impressions	Clicks	CTR
New Traffic Ad	194,582	105	0.05%

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

DANGER



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