

## **OUCG Meeting • Salishan Resort, Gleneden + Zoom**

Meeting Minutes -

Meeting Date: March 8, 2022

### **Call to order:**

Scott Gallegos called the meeting to order at 12:30 p.m. and introductions were made. Motion to approve minutes 12-7-21 meeting was made by Joyce N. and 2<sup>nd</sup> by Alba V. Kitty will post on OUCG website.

### **Treasurer's Report:**

Current balance: \$77,695.79

--Balance includes \$(zero) 0.00 for yearly assistance funds. \$43,709.03 for Additional Assistance Funds. \$5,363.43 in trailer funds. \$7,860 in Tax Advisor funding and \$14,213.33 in Operating Expenses. Balance based on Ryon's report. One outstanding transactions.

(See Attachment 1)

-Motion was made to accept the treasurer's report with the revision to note #1 by Alba and 2<sup>nd</sup> by Joyce.

**P & E Report:** Kitty invited Ayn Sargent from Alpha Media to provide a full report on OUCG Falls 2021 digital and social media campaign. See full report under Old Business.

**DIRT Report:** Lysay Demko will transition with Josh Thomas so OUNC will update DIRT. Expected Q1 2022 report completed by May; will present at the June meeting.

### **Zone Reports**

#### **Zone 1-**

- Welcome new Zone 1 Director – Jake Gilbertson NWN. Jake reported he will be reaching out to councils and try to attend some other their meetings.
- Yamhill UCC: Kitty reported Mark Knutz will retire this year. She hopes to meet up with him to gather banking statements and check book. Vance Barton will be their new President.
- North Coast UCC: Kitty reported Teresa Brownlie will retire this year.
- Mid Willamette UCC: Kitty reported the council is up to date with their tax filing info to Wicks Emmett.
- Metro UCC: Scott reported their council meets 4<sup>th</sup> Wednesday of each month.
  - Members have already started planning for next years MUCC Golf Scramble. Council has chosen the Ronald McDonald house again for their charity. 3<sup>rd</sup> week of July for tourney.
  - Council delivered 811 swags to the non-profit School House Supplies.
  - Contractor's luncheon scheduled for 3<sup>rd</sup> Wednesday of November 2022

#### **Zone 2-**

- Linn Benton UCC: Jason Williams reported they meet quarterly with 10-12 folks attending
  - Linn Benton and East Linn have combined their efforts for the contractor's breakfast later this year at the NW Natural Albany facility.

- East Linn UCC: Joyce Nelsen reported they meet quarterly.
- Linn Benton and East Linn have combined their efforts for the contractor's breakfast later this year at the NW Natural Albany facility.
  - Council will set up their 811 table at the Linn County Fair in July.

- Lane UCC: Council meets the 1<sup>st</sup> Thursday of each month.
  - They had a successful drive thru contractors' breakfast in February 2022.

- Lincoln UCC: Lynn Detering reported their council meets 3<sup>rd</sup> Wednesday each month.
  - They hope to have a contractor's dinner in May.
  - They have over \$6k left in funds.

### **Zone 3-**

- Douglas County UCC: No Report

- South Coast UCC: Jason reported the council meets the 2<sup>nd</sup> Thursday of each month. New officers elected; all NWN employees. Kitty will have updates made to their webpage.

- Klamath Falls UCC: No Report

- Rogue Basin UCC: Jeff Simas reported they have \$2,700 in funds.
  - Their council actively pursues contractors to contribute a \$75 yearly fee. These proceeds help support the council's efforts in getting the 811 messages out. (See attachment 2 for donation letter)s
  - Pear Blossom Festival is coming up the council will set up their 811 booth

### **Zone 4-**

- Hood River UCC: Kitty reported that 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: Jake Gilbertson, councils new VP reported they meet the 3<sup>rd</sup> Tuesday of each month.
  - The Dalles Clean Up Day: 811 trailer will be there
  - Cherry Festival Parade

- Central Oregon UCC: Kitty reported she's been in contact with Anthony Timineri their councils Sec/Treasurer. Trying to connect to get their bank account info and check book.

### **Zone 5-**

- Umatilla UCC: No Report
- Union UCC: No Report
- Baker UCC: No Report
- Malheur UCC: No Report

### **Old Business:**

#### **• Taxes:**

- Erika Aitken, from Wicks Emmet provide an update to members. (see attachment 3)
- Wick/Emmitt will pay councils fees when filing and invoice OUCC for reimbursement.

- Review the FALL 2021 Digital and Social Media Campaign with Alpha Media  
(See attachment 4)
  - Ayn Sargent shared with members our goal for this campaign was to increase Awareness for Dig Safely Oregon and to Drive Online traffic, calls.
  - Strategy: reach contractors, excavators, and homeowners through mobile, online, and social targeting.
  - Ayn and her partner Athena went through their ppt explaining the Impressions, Clicks and CTR for all three areas covered: target display, mobile and Facebook.
  - Alpha Media provides the OUNC with a yearly campaign through KXL radio and KXL banner ads. With combined efforts, we are covering the state well.
  - Ayn asked if the OUCC will want a spring/summer campaign? Scott commented they will review budget after 2<sup>nd</sup> quarter. If there are funds to use, we may go with another fall campaign.(See attachment 5) Members asked to see what graphics were used for Facebook.
  
- FREE VIRTUAL TRAINING CLASSES OFFERD FOR ITICnxt by One Call Concepts  
To register, go to: Oregon811.com

**New Business:**

- Joint States 2022 – Scott reminded members to please mark your calendars to attend this event on Aug.30-Sept1 2022. Eagle Crest Resort is the location. We will hold our quarterly meeting on Thursday Sept 1 at 1pm.  
Kitty asked if each council could provide a gift basket as a giveaway with a \$50 max.  
Feel free to contact Kitty if you would like to present or know of someone who would like to present at the JS meeting.

**Good of the Order:**

- Raffle for \$100 Amazon Gift Card went to Joyce Nelson and Jason Williams. Congrats!

**Next meeting:**

- Next Meeting:
  - June 7, 2022 - Meeting start time is 12:30 p.m.  
Location: Running Y Ranch  
Klamath Falls, Oregon

Adjourned at 2:10 pm

*Submitted by: Kitty O'Keefe on March 16, 2022f*