

UC2B Marketing Subcommittee Minutes - Nov. 30, 2010
11:45 AM - Douglass Library Meeting Rooms A/B

1. Call to Order

Brandon Bowersox called the meeting to order as Chair at 11:50am. Members present: Brandon Bowersox, Zernial Bogan, John Gehner, John Kersh, Greg Livesay, and Ray Mitchell.

2. Approval of Agenda

The agenda was approved unanimously without changes as moved by John Gehner and seconded by John Kersh.

3. Approval of Minutes

The November 16, 2010 minutes were corrected to change "set top box" to "gateway device" and add to the list of people in attendance. The minutes were approved unanimously as moved by Zernial Bogan and seconded by John Gehner.

4. Committee Reports

John Kersh provided an update on the Technical Committee and Open Network subcommittee regarding OSS/BSS progress.

Zernial Bogan shared internet service pricing and provider deals. The committee discussed the rates and providers and introductory specials available in the UC2B target neighborhoods.

John Kersh also briefly described a smart grid / smart meter option for power meters using UC2B.

5. Discussion Items

a. Above-ground partnership opportunities

The discussion became a broad conversation about what services we are marketing and what we need to know to begin the door-to-door outreach effort. There was significant debate about introductory rates (short term pricing deals) and senior rates. The group also discussed whether or not the 5/Mbps/100Mbps speed is competitive. The committee questioned how long the UC2B entity will be in the retail ISP business, and discussed price, triple-play, and timing of installation.

In the end, the committee developed 6 key questions. The committee decided that the Chair would write up the Key Questions for the next meeting and would, after approval, convey those key questions to the Policy and Technical committees. [These key questions were subsequently presented in writing at the December 14, 2010 meeting

and approved.]

The committee also discussed ways to begin marketing now before these questions are answered. The group discussed simple flyers with "UC2B is Coming 2011" announcement information. John Kersh offered to create a draft flyer that could be distributed at anchor institutions.

b. Utilization of no-cost media outlets

Zernial Bogan suggested numerous outlets: IMC news, WRFU radio PSAs, WEFT, News-Gazette, WILL-AM Public Square, WCIA (Greg has a contact there), United Way, and UPTV.

6. Action Items

The committee did not discuss or take action on these items because we ran out of time discussing the topics above.

7. Tasks or Items for the next meeting

None discussed.

8. Audience Participation (5 minute limit per person)

None.

9. Member Comments and Announcements

John Kersh reminded the committee about the January 8th eBlack C-U event. He also described a telemedicine pilot grant that is a joint effort of the University and Carle.

10. Adjourn

Chair Bowersox announced that the next meeting is December 14, 2010 at 11:45am in the same location. The meeting was adjourned at 1:15pm.