UC2B Marketing Subcommittee Minutes - Dec. 14, 2010
11:45 AM - Douglass Library Meeting Rooms A/B

1. Call to Order

Brandon Bowersox called the meeting to order at 11:55am with the following people present: Zernial Bogan, John Kersh, Brian Bell, Ray Mitchell, and Brandon Bowersox.

2. Approval of Agenda

The agenda was unanimously approved without changes.

3. Approval of Minutes

None were available at this time.

4. Committee & marketing work group reports

Zernial Bogan suggested that UC2B attend a February 2 Job Fair that will be held at Douglass. The committee tentatively agree that attendance would be beneficial to get the word out, and members volunteered to staff a UC2B table for parts of the event.

The committee also discussed door-to-door canvas timing.

5. Action Items: (taken in a revised order)

b. Approve initial promotional materials for publication

John Kersh presented three draft marketing items: a handout (1/2 page card); a flyer (1 page poster); and a newsletter. The committee discussed these at length and gave detailed feedback and suggestions. The committee agreed that John should proceed to print and share these materials.

The committee also specifically discussed graphic diagrams or cartoon style imagery that could illustrate fast fiber-optic upload and download speeds. Brian Bell offered to find or create some graphic materials.

a. Review and approval of key marketing questions for Policy Committee

Chair Bowersox presented the draft 1-page "UC2B Marketing Subcommittee Key Questions" document. The committee provided suggested changes in question 1 (to strike mention of a specific ISP by name) and question 4 (to clarify that the primary question is whether the price for businesses is the same as homes).

After discussion, John Kersh moved to approve the document as revised and to communicate this to the Policy Committee at their Thursday meeting. The motion was

seconded and the committee unanimously agreed.

6. Discussion 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

None.

10. Adjourn

Chair Bowersox adjourned the meeting at 1:10pm.