UC2B Marketing & Outreach Subcommittee Minutes - August 30, 2011
12:00 PM – Champaign Public Library – Library Friends Meeting Room

1. **Call to Order:** Meeting called to order at 12:07 p.m. by B. Bowersox.

   Present: Brandon Bowersox, John Kersh, LaEisha Meaderds, Lisa Bralts, Ray Mitchell, Teri Legner, Mike Smeltzer, Jared Dunn.

2. **Approval of Agenda:** B. Bowersox proposed to add a discussion item on the groundbreaking ceremony to the agenda. J. Kersh proposed to include this under item 4 – "UC2B Project Updates." Motion to approve agenda as amended made by J. Kersh. Seconded by R. Mitchell. Unanimous consent.

3. **Approval of Minutes:** None presented.

4. **UC2B Project Updates**

   M. Smeltzer gave a brief description of what will happen at the groundbreaking, who is speaking, logistics, etc.

   B. Bowersox: spread the word through as many channels as you can.

   M. Smeltzer: - Outreach still needed to the Ministerial Alliance (Teri will cover) and to the original canvass volunteers (Safiya Noble or Maryalice Wu)

   J. Kersh: Has there been outreach/invitations to the minority contractors

   B. Bowersox: Should some of the agencies speak about their plans?

   J. Kersh is working on an anchor mailing list that will include contact information for each Anchor

   M. Smeltzer: What about BT Washington School, can they let some of their kids out? (John is approaching the principal.)

   M. Smeltzer: Reasonable chance that first people connected will be Feb/March 2012 instead of end of 2011, and thus the official lighting date should likely be set then.

   L. Meaderds: Do we have electronic copies of our literature to send out?

5. **Subcommittee summer review and future activities**

   No discussion.

6. **Planning for July 2011 community technology demonstration**

   J. Kersh provided food options for the public showcase. He provided a handout to the group.

   After some discussion, committee agreed on these options from the handout: Seaboat Special Packs for 15th and Piato Executive Breakfast for 17th. The quoted numbers will be amended downward to reflect room capacity and/or RSVPs at one week out.

   T. Legner proposed that the city place the order to simplify invoicing and reimbursement. J.

Kersh will provide the order information to T. Legner to place the order.

M. Smeltzer: We need to get tables from somewhere. J. Kersh will pursue this for DCL. M. Smeltzer will contact someone at the Siebel Center.

Music: J. Kersh - A band called Eclectiq Soul has been recommended, and John can check them out at First Friday this week. Jack Brighton's band was also mentioned earlier as a possibility. Or we can pipe in music via A/V.

T. Legner: Paying for a musician or musicians will not be an option if it is not a grant-reimbursable expense

Others are also worried about the cost/benefit ratio of paying for a band.

Consensus is around piping in music via A/V, unless we can get a band to volunteer.

Maps: Need to fix the publicly available U of I maps, if possible, to highlight the event rooms and get street names in there for context.

Invitations: B. Bowersox: Do we need to do another round of invitations, reminder and email blasts? A lot of time has passed since we put out the initial announcements.

J. Kersh: Make sure to make an announcement at the Groundbreaking and Urbana Open House

L. Meaderds: Newspaper, community event websites, PTAs, libraries, etc.

B. Bowersox: neighborhood groups and associations

L. Meaderds: We can also use the city's community mailing list.

Booths: eBlackCU is in. J. Kersh, M. Smeltzer and others are working on a "what will the construction look like" booth. We may be able to use a monitor on a cart instead of a projector. Do the contractors have media of their work? Mike will look into it. Survey booth: Can we get someone from the GSLIS group? Can they have a draft or sample survey. They will discuss it at the canvass meeting tomorrow.

B. Bowersox: We could also use the iPads for the service area eligibility map if we have them by then.

PC giveaway: General discussion and questions about how will this work, logistically. Are we giving away 2? Do we want to use if for passive info collection?

R. Mitchell: We will give away 2. We can work this however works the best as far as collecting sign-up information and fitting into the program.

Video: J. Dunn will do a 1.5-2 minute trailer. The theme will focus on how will we use the network will be used. Will include parts of the eBlackCU video too? Also, J. Dunn will contact J. Kersh

with embed URLs for a master UC2B video page.

J. Kersh suggested Deb Reardanz of Clark-Lindsay village as a good representative for how the senior elderly population will utilize enhanced connectivity through UC2B.

B. Bowersox: Do we want one more meeting before the open house?

The group agreed on Monday, September12 at noon in the digital Computer Laboratory so we can check out the sites and make final plans.

L. Meaderds: We need to think about any other needs for the event such as volunteers for food, sign-in, etc?

7. Contractor community outreach

No discussion.

8. Canvassing & Outreach update

L. Meaderds provided a canvassing update. Job description is finished, working with university human resources to simplify the application process. Working on a job fair to help publicize and explain this as well.

9. Audience Participation

None.

10. Tasks or Items for the next meeting

None discussed.

11. Member Comments and Announcements

None.

12. Adjournment

Meeting adjourned by B. Bowersox at 1:31 p.m.