

**CHAMPAIGN-URBANA CABLE TELEVISION AND  
TELECOMMUNICATIONS COMMISSION  
SPECIAL MEETING MINUTES**

**Date:** March 29, 2010  
2:00 PM

**Place:** City of Champaign Council Chambers  
102 N. Neil Street, Champaign, IL

**Commissioners Present:** Kate Brickman, Barbara Gladney, Chris Foster, Karen Walker

**Commissioners Absent:** Rick Atterberry, Durl Kruse, David Gehrig, Kyle Harrison, Peter Resnick, Giraldo Rosales

**Staff Present:** Jeff Hamilton – City of Champaign  
Jason Liggett – City of Urbana

**1. Call to Order**

Karen Walker called the meeting to order at 2:06 p.m.

**2. Public, Education, Government Access Marketing**

Group discussion about the CUCableTV.com website

Group agreed to let the Champaign Webmaster redo the website.

Group discussed running commercial spots on Comcast. Jeff Hamilton said each city gets 300 free spots per quarter (could also pay for commercial spots). Group discussed producing a 30 second spot. Chris Foster agreed to produce the video.

**Marketing Ideas:**

Banner ads on News-Gazette or local TV stations websites, Convention & Visitors Bureau, Welcome guide in News-Gazette, Welcome table at community events, 'Smile Politely' WILL radio, radio PSAs, press releases, tell Council members, neighborhood list serves, Facebook page, bookmarks and welcome wagon.

Karen Walker will write a 15 second PSA radio script and send us a logo with a link to the website.

PEG Coordinators will send Channel clips to Chris Foster for the promo.

Kate Brickman will create a Facebook page. She will also check the cost of a News-Gazette banner ad.

Jason Liggett will price radio spots.

Jeff Hamilton will check costs of laminated bookmarks and Convention & Visitors Bureau ads.

Group discussed embedding videos on the revised CUCableTV.com web page.

Group to send pricing and updates to Jeff Hamilton, who will share with the group.

Jeff Hamilton will write a press release for the Commission to consider using to promote the launch of the website.

### **3. Adjournment**

The meeting adjourned at 3:13 p.m.