

Historic Park Committee Minutes  
Monday, December 17, 2018  
Old Freight Room of Main Street Offices, Carbondale, Illinois  
6:00 PM

**Introduction and roll call:**

Mr. Grant called the meeting to order at 6:11 p.m.

Members present: Bruce Ashby, Kevin Clark, Tom Grant-Chair, April McCreary, Ed Van Awken, and John Williams

Members absent: Gary Martin

Guests: Hayley Walsh and Sam McGlone

**Special reports:** None

**New business:** During the November meeting Mr. Ashby suggested developing a Youtube video to promote Founders Park. As a result, Hayley Walsh and Sam McGlone, students from SIU's College of Mass Communication and Media Arts (CMMA) were invited to provide information on establishing a Youtube video and addressing specific questions from the Committee. Professor Jan Thompson was not able to attend. The length of the video would run no longer than 30 seconds to hold the viewers' attention. Mr. McGlone inquired if the City of Carbondale has a Youtube channel? The City does have Facebook and Twitter accounts. Ms. Walsh mentioned that the video can be shown on the City's Facebook page. Mr. McGlone proceeded to say that people are more likely to watch a video when it pops up on the page rather than following a link. McGlone further stated it is important to utilize content that does not have copywritten material in order to use the Facebook medium. It might even be a possibility of utilizing the Explore Carbondale source.

The Committee indicated that they would be interested in multiple 30 second videos to show the progression of the Park; filming would take place in the spring when plants are blooming; and the overall timeline for the Park is 60 months. The initial videos would be used to generate awareness and funding for the Park. McGlone and Walsh indicated that it would be a good idea for the Park Committee to establish its own, Facebook and Twitter accounts. Then share the videos for posting on the City of Carbondale's and Explore Carbondale's respective Facebook and Twitter accounts, which will help generate public interest.

Mr. Grant indicated the Park Committee has discussed establishing a 501(c)(3) nonprofit organization; and that the Committee has received commitment from a local attorney to draft the paper work. However, there will still be a \$1,500 cost to file. The Committee is also giving consideration to administrative support coming directly from the City or a hybrid arrangement between the City and the Park District.

Ms. Walsh and Mr. McGlone indicated that a 30 second video can cost \$1,500 due to the amount of footage recorded followed by the editing portion of the production. Several cost saving measures were discussed: try to identify a graduate student working on a video production for their graduate thesis. Cathy Lilley, Office Manager for CMMA, was suggested as the primary contact. It was further suggested

that the Committee try to identify a licensed drone pilot that would offer their services for free or reduced cost. However, the lion share of the cost will still be associated with the film editing.

**Old business:** Mr. Grant, Ms. McCreary, and Mr. Van Awkin presented a second draft of the Park's promotional pamphlet for review. A few additional edits were suggested. The third draft will be presented to the Preservation Commission at their Monday, January 8, 2019 meeting.

**Private/Public partnerships:** Mr. Clark will begin to investigate NRPA assistance programs as well as local, county, state and federal resources. Mr. Van Awkin stated he would continue his discussion with Carbondale Tourism.

**General Comments:** The group expressed overall excitement about taking the next steps.

**Adjournment**