



Draft Meeting Minutes

Madison County Storm Water Quality Partnership
1:00 pm March 3, 2010
1st Quarter Meeting
Room 108 Madison County Courthouse



Meeting Attendees:

Attendee	Affiliation
Steve Goodman	City of Anderson
Owen Kirby	Town of Edgewood
John Richwine	Madison County
Allan Henderson	MCCOG
Mary Atkins	Wessler and Assoc. for Edgewood
Joe Royer	Anderson University
Angela Martin	Blue Sky Engineering, for Madison County
Duane Hammel	Ingalls

1. Review of 12/2/09 Meeting Minutes

Tabled to next meeting, not enough members present.

2. Introductions and updates from everyone

3. 2010 MS4 Conference

- a. Budget (Henderson)
- b. Volunteers

Henderson stated we were on budge, and that we have 62 registrants. We have 4 AU students to work as AV technicians. We agreed to feed the students. Goodman said there will be 6 Paramount volunteers. He agreed to see if the volunteers expect to be fed.

4. Results of 3/9 IDEM Audits (everyone)

Most everyone present had results from the audits.

5. MCM #6 – Housekeeping (Goodman)

- a. Training Requirements
- b. Excal Proposal

Goodman presented a proposal from Excal which is attached. After some discussion, it was determined that if Anderson purchased the license, employees from the partnership would use the training and reimburse Anderson on a pro-rated amount.

The MOU has expired and Martin is to update to reflect sharing for all MCMs.

6. April is Storm Water Awareness Month (Martin)

- a. Cable
- b. Radio
- c. Newspapers
- d. Incorporate Public Outreach Message

Information regarding the contracts was passed out. Everyone agreed with the proposed pricing and using Comcast on-demand feature. As a separate note, Madison County agreed to pay an additional \$100 for advertising the on-demand feature after the meeting.

7. 2010 Madison County Fair

- a. Booth Reservations (Goodman)** – 6 booths are reserved. We will ask them to bill in the following manner total for 6 booths divided by 4. Henderson to call to see about location of the booths.
- b. Giveaways (Henderson)** – plenty of giveaways left over from last year.
- c. Sign-up for time slots (Henderson)** – June 2 meeting
- d. Incorporate Public Outreach Message (Henderson)** – Henderson to see about modifying the signs.
- e. Booth set up and take down (Hammel)**

There is \$956 left over from last year. Henderson proposed a rain barrel workshop, maybe on one of the stages.

Martin to schedule an additional meeting in June for fair planning.

8. MCM #6

See #5

9. School Outreach

- a. Girl Scouts (Martin)**
- b. Boy Scouts (Martin)**
- c. 4-H (Schmidt)**
- d. Church Groups**
- e. Private Schools**
- f. Public Schools (Steve Goodman Healthy Water – Healthy People workshop)**
- g. Day Care Centers**
- h. After School Care**
- i. Contact community service organizations to do activities**

Goodman has had no luck getting into the schools. It was suggested that he get with East Central Solid Waste. Manship had volunteered to get with superintendent, but he was not present to report. We thought maybe we could provide coloring pages to day cares. Atkins took the lead on that assignment.

Goodman had sent a Rule 5 pamphlet out to contractors. He would share the information. We can pass out with building permits.

10. Booth

- a. Wal-Mart (Blassaras)**
- b. List of Festivals (Manship)**

Tabled – Blassaras and Manship not present.

11. Reports back from attendance at water quality citizen group meetings

Reports for attended meetings are attached.

12. Annual Report – database entries

- a. Fair**
- b. Meetings attended**

Reports for attended meetings are attached.

13. Contractor Outreach

Goodman had sent a Rule 5 pamphlet out to contractors. He would share the information.

- 14. Any other requests for discussion**
- 15. Schedule next quarterly meeting**

16. Conclusion

Meeting minutes prepared by Angela S. Martin, Blue Sky Engineering, Inc. This draft is dated 12-18-09.

EXCAL VISUAL

5721 Arapahoe Ave. Suite A2
Boulder, CO 80303-1363
Phone: 303-413-0847 Fax: 303-413-0683

Estimate

Date 1/29/10
Estimate # 201031

To

CITY OF ANDERSON
120 E 8TH ST
PO BOX 2100
ANDERSON, IN 46018
US

Contact STEVE GOODMAN
Phone 765-648-6129

Qty	Code	Item	Unit Price	IDisc	%Disc	Disc	Adj Price	Line Total
1	21408	License to train 200 employees annually, SWPP for Municipalities: Storm Watch	\$1,250.00	495.00	0%	\$495.00	\$755.00	\$755.00

Subtotal	\$755.00
Sales Tax	\$0.00
Order Total	\$755.00

Note

For questions or additional information contact Marc Mancuso at marc@excalvisual.com or 303-996-1630.

This estimate is valid for 30 days.

Federal Tax ID # 84-1259128
We accept Visa, MasterCard and American Express

Thank You

EXCAL VISUAL

5721 Arapahoe Ave. Suite A2
Boulder, CO 80303-1363
Phone: 303-413-0847 Fax: 303-413-0683

Estimate

Date 1/29/10
Estimate # 201030

To

CITY OF ANDERSON
120 E 8TH ST
PO BOX 2100
ANDERSON, IN 46018
US

Contact STEVE GOODMAN
Phone 765-648-6129

Qty	Code	Item	Unit Price	IDisc	%Disc	Disc	Adj Price	Line Total
1	21408	License to train 100 employees annually, SWPP for Municipalities: Storm Watch	\$990.00	495.00	0%	\$495.00	\$495.00	\$495.00

Subtotal	\$495.00
Sales Tax	\$0.00
Order Total	\$495.00

Note

For questions or additional information contact Marc Mancuso at marc@excalvisual.com or 303-996-1630.

This estimate is valid for 30 days.

Federal Tax ID # 84-1259128
We accept Visa, MasterCard and American Express

Thank You

DRAFT

LICENSE AGREEMENT

This License Agreement (Agreement) is entered into on this 29th day of January 2010 by and between Excal Visual LLP, a Colorado partnership, located at 5721 Arapahoe Avenue, Suite A-2, Boulder, Colorado 80303 (Excal), and City of Anderson, located at 120 East 8th Street, Anderson, IN 46018 (Client).

WHEREAS Excal has created, produced, copyrighted and published the following training program entitled: *Storm Water Pollution Prevention for Municipalities: Storm Watch* (the Program); and

WHEREAS Client desires to purchase a license for the purpose of broadcasting the Program for its own internal use; and

NOW THEREFORE for good and valuable consideration, the Parties agree as follows:

1. For a flat fee of \$755 (or \$495), Excal will deliver to Client a CD-ROM master for the express purpose of Client installing the Program on the Client's Intranet to be used by Client to train up to two hundred (200) [or one hundred (100)] employees annually. Client agrees to return the CD-ROM master after installation or purchase the CD-ROM for an additional fee.
2. Client acknowledges Excal's exclusive ownership of and copyrights for the Program. Client agrees not to modify, edit, remove or add content or otherwise change the Program.
3. Client agrees not to rent, lease, loan, and/or resell the CD-ROM or portions thereof, of the Program to any third party. Further, Client agrees to make all reasonable efforts and take all reasonable precautions to ensure that the Program is not copied by anyone.
4. In the event that Client does purchase the CD-ROM training kit and the CD-ROM master becomes physically damaged within one (1) year of the date first indicated above, Excal agrees to replace such damaged duplication master for \$150.00. Client shall be responsible for shipping and handling costs.
5. The laws of the State of Colorado shall govern this Agreement.
6. In no event shall either party be liable for incidental or consequential damages arising from this Agreement, the duplication, or the use of the Program.
7. Any notice to be given under this Agreement shall be in writing and deemed effective when sent, using a traceable method, to the address of the respective parties referenced above.

Advertising Agreement



2/10/2010
Date

Contract No. _____

Client No. _____

Client <u>Madison Co Commissioners</u>	Agency <u>Blue Sky Engineering</u>	Time Affidavits _____
Address <u>16 East 9th Street</u>	Address _____	Standard Broadcast _____
City <u>Anderson</u> ST <u>IN.</u>	City _____ ST _____	Co-op Name _____
Zip <u>46016</u> PH _____	Zip _____ PH _____	Product <u>Storm Water Awareness</u>
Contact <u>John Richwine</u>	Contact <u>Angie Martin</u>	Package/Sponsorship _____
Start Date <u>4/1/2009</u> End Date <u>4/30/2009</u>		Commissionable _____
Marketing Consultant <u>Jill O'Malia</u>		Disc Number _____

DATES	TIME	M	T	W	T	F	S	S	LGTH	RATE	SPOT PER WEEK	PRICE PER WEEK	TOTAL SPOTS
4/1 to 4/2	6a to 9a				3	3			60	\$17	6		
	3p to 6p				3	3					6		
4/5 to 4/9	6a to 9a	3	3	4	4	4					18		
	3p to 6p	3	3	4	4	4					18		
4/12 to 4/16	6a to 9a	3	3	3	3	3					15		
	3p to 6p	3	3	3	3	3					15		
4/19 to 4/23	6a to 9a	3	3	3	3	3					15		
	3p to 6p	3	3	3	3	3					15		
4/26 to 4/30	6a to 9a	3	3	3	3						12		
Original Contract No. _____										ADDITIONAL INFORMATION		WEEKLY TOTALS	
<input type="checkbox"/> Change <input type="checkbox"/> Insertion <input type="checkbox"/> Cancellation										3p to 6p 12 spots 4/26 to 4/30		12	
										SCHEDULE TOTALS		132	
												\$2244 net	

Client Approval

Station Acceptance

Terms: Signature above indicates approval and acceptance of this Agreement. WQME Radio and Anderson University reserve the right to require full payment in advance. Otherwise, if billing takes place after spots have aired, the payment is due 30 days after date of invoice. After 30 days, interest shall be charged at 1.5% per month, and client is responsible for costs of collection and reasonable attorney fees.

WQME Radio * 1100 East Fifth Street * Anderson, IN 46012-3495

NONDISCRIMINATION POLICY: Anderson University and WQME do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

White: Traffic

Pink: Production

Canary: Sales

Goldenrod: Client

Angie Martin

From: preston.corey [preston.corey@bybradio.com]
Sent: Wednesday, February 10, 2010 10:06 AM
To: Angie Martin
Subject: Re: Orders for Madison County

Angie,

Below is a quote for the 3 stations with the same number of commercials.

WERK 40:60 second commercials 6a-7p

WMXQ 40:60 second commercials 6a-7p

WHBU 40:60 second commercials 6a-7p

Total Commercials: 120

Total investment: \$1,760

I can put this in a contract for you but it will be Friday before I will be in the office.

Let me know if that will be o.k.

Thanks

Preston

Sent from my Verizon Wireless BlackBerry

From: "Angie Martin" <amartin@blueskyengineering.biz>
Date: Wed, 10 Feb 2010 09:33:08 -0500
To: <preston.corey@bybradio.com>
Subject: RE: Orders for Madison County

OK. Can we put together a quote for the same number of spots, but with just these 3 stations for this year, please?
Thank you.

Angie Martin
Blue Sky Engineering, Inc.
(812)381-9061

From: preston.corey [mailto:preston.corey@bybradio.com]
Sent: Wednesday, February 10, 2010 9:28 AM
To: Angie Martin
Subject: Re: Orders for Madison County

Angie,

I apologize for taking so long to get back with you, we have been out of the office in some marketing

workshops the last couple of days.

We have had some station changes in the last year, we sold WURK 101.7 because WERK 104.9 virtually covers the same area of Madison county. It is the same format and demographics as WURK.

The WHTI 96.7 has changed call letters and is now WMXQ. The format and dial position has not changed.

Below are the current rates for the stations. They have all stayed the same except WERK it has changed due to the demand. Please let me know what questions you may have.

WHBU \$14

WERK \$16

WMXQ \$14

We look forward to partnering with you in 2010.

Sincerely,

Preston Corey

Sent from my Verizon Wireless BlackBerry

From: "Angie Martin" <amartin@blueskyengineering.biz>

Date: Tue, 9 Feb 2010 13:46:14 -0500

To: <Preston.Corey@bybradio.com>

Subject: RE: Orders for Madison County

Hello Preston,

We would like to see about the pricing for the same items for 2010.

Thanks.

Angie Martin

Blue Sky Engineering, Inc.

(812)381-9061

From: Preston.Corey@bybradio.com [mailto:Preston.Corey@bybradio.com]

Sent: Monday, March 16, 2009 10:37 AM

To: Angie Martin

Subject: RE: Orders for Madison County

Angie,

Thank you for doing business with us again in 2009. I was able to hold the rates in 2009. Just let me know if you would like me to pick up the check or if you are going to mail it.

I'm flexible and thanks for your business,

Preston Corey
Sales Manager



**OPERATION
MS4**
WEB-BASED SOFTWARE FOR RULE 13

Plan Response List

RESPONSE ID	CONTROL ID	MEASUREMENT	MEASUREMENT DATE	VALUE	ENTERED BY	MS4 AUTHORITY	PLAN YEAR
Go 20090923074500	20071018101346	Attachment	9/23/2009		169	City of Anderson	2007
Go 20090928130028	20070000001900	Annual Update	9/28/2009	Installed 10 each No Trespassing signs at the Ridge Road Detention Pond.	169	City of Anderson	2007
Go 20100111091547	20071018084228	Participants	9/29/2009	40	169	City of Anderson	2007
Go 20100111092422	20071018121425	Participants	9/30/2009	1	169	City of Anderson	2007
Go 20091007094153	20071018072648	Participants	10/7/2009	40	169	City of Anderson	2007
Go 20091016132739	20071018121425	Participants	10/15/2009	3	169	City of Anderson	2007
Go 20091022122249	20071102125803	Events	10/22/2009	1	169	City of Anderson	2007
Go 20091120071621	20071018083202	Participants	10/27/2009	20	169	City of Anderson	2007
Go 20091120071820	20071018083202	Participants	11/6/2009	25	169	City of Anderson	2007
Go 20091207093627	20071018072813	Attachment	11/13/2009		169	City of Anderson	2007

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 All Responses

Plan Response

* denotes a required field	
RESPONSE ID	20091007094153
CONTROL ID	20071018072648
DESCRIPTION	Total of atleast 3 storm water / water quality education presentations
MEASUREMENT	Participants - ADD
MEASUREMENT DATE	10/7/2009
VALUE	40 Participants
COMMENT	Delivered PP presentation to Liberty Christian School 4th and 5th grades classes (Mrs. Freeman) on "Water Quality Challenges" and showed "After The Storm" video. Also distributed brochures of the following: Federal Guidelines on Proper Disposal of Drugs; Nutrient Management; Backyard Pond; City Go Green flyer; Rain Garden Instructions; Citizen's Guide to MS4 Program; Liquid Assets Documentary; MCSWQP Homeowners and MS4 Program; Rain Barrels and Rain Gardens; Household Do's and Don't's; Storm Drain Dan Coloring Book; and Matching Game - How Much Water.
ENTERED BY	Steve Goodman, City of Anderson
MS4 AUTHORITY	City of Anderson
PLAN YEAR	<input type="text"/>
Return <input type="button" value="Submit"/>	



Plan Response List

	RESPONSE ID	CONTROL ID	MEASUREMENT	MEASUREMENT DATE	VALUE	ENTERED BY	MS4 AUTHORITY	PLAN YEAR
Go	20090619092035	20071102125803	Events	6/19/2009	1	169	City of Anderson	2007
Go	20090624142047	20070000001800	Annual Update	6/23/2009	EACH	169	City of Anderson	2007
Go	20090708120751	20071018072648	Participants	6/25/2009	41	169	City of Anderson	2007
Go	20090625124935	20071018090630	Participants	6/25/2009	41	169	City of Anderson	2007
Go	20090706120203	20071018093948	Events	7/6/2009	1	169	City of Anderson	2007
Go	20090708135534	20071018100216	Events	7/8/2009	108	169	City of Anderson	2007
Go	20090724130846	20071018100216	Events	7/24/2009	38	169	City of Anderson	2007
Go	20090727104805	20071018082629	Distribution	7/27/2009	1162	169	City of Anderson	2007
Go	20090730132507	20071018082052	Participants	7/30/2009	8	169	City of Anderson	2007
Go	20090828083929	20071018121425	Participants	8/27/2009	35	169	City of Anderson	2007

[Return](#) [Add New](#) [⏪](#) [←](#) 98 of 101 [→](#) [⏩](#) All Responses

Plan Response

Allan - Steve - Duane

* denotes a required field	
RESPONSE ID	20090828083929
CONTROL ID	20071018121425
DESCRIPTION	Attend a training presentation
MEASUREMENT	Participants - ADD
MEASUREMENT DATE	8/27/2009 <input type="text"/>
VALUE	35 Participants
COMMENT	Attended WET Storm Water Workshop in Zionville. Seven activities from the Project WET Curriculum and Activity Guide was presented by Jill Hoffman and NREC staff. All attendees participated in the activities.
ENTERED BY	Steve Goodman, City of Anderson
MS4 AUTHORITY	City of Anderson
PLAN YEAR	<input type="text"/>

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OPERATION MS4

WEB-BASED SOFTWARE FOR RULE 13

Plan Response List

	RESPONSE ID	CONTROL ID	MEASUREMENT	MEASUREMENT DATE	VALUE	ENTERED BY	MS4 AUTHORITY	PLAN YEAR
Go	20091216130732	20071018083202	Participants	12/16/2009	16	169	City of Anderson	2007
Go	20091228100035	20071018083202	Participants	12/17/2009	15	169	City of Anderson	2007
Go	20100125103601	20071018074632	Attachment	1/25/2010	201001251037320.Dewey Street Pump Station.pdf	169	City of Anderson	2007
Go	20100203134805	20071018115419	Events	2/3/2010	1	169	City of Anderson	2007
Go	20100203135121	20071018093948	Events	2/3/2010	1	169	City of Anderson	2007
Go	20100209142617	20071018121648	Inspections #	2/9/2010	1	169	City of Anderson	2007
Go	20100212120301	20071018121425	Participants	2/11/2010	2	169	City of Anderson	2007
Go	20100218123520	20071018121425	Participants	2/16/2010	1	169	City of Anderson	2007

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Plan Response

* denotes a required field	
RESPONSE ID	20091216130732
CONTROL ID	20071018083202
DESCRIPTION	Conduct one meeting per year to discuss storm water quality issues
MEASUREMENT	Participants - ADD
MEASUREMENT DATE	12/16/2009 <input type="text"/>
VALUE	16 <input type="text"/> Participants
COMMENT	Attended INAFSM Stormwater Committee Inspectors' Group Meeting at the Flagship Enterprise Center in Anderson, Discussed: Mission Statement & Strategic Plan; Web Page; Training; Speakers & Vendors; SWPPP Outline Course; Roundtable Discussion; IDEM News and Issues; and, Effluent Limitation Guidelines and Standards for Construction and Development (Synopsis of the Rule) effective February 2010.
ENTERED BY	Steve Goodman, City of Anderson
MS4 AUTHORITY	City of Anderson
PLAN YEAR	2007

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**OPERATION
MS4**
WEB-BASED SOFTWARE FOR RULE 13

Plan Response List

	RESPONSE ID	CONTROL ID	MEASUREMENT	MEASUREMENT DATE	VALUE	ENTERED BY	MS4 AUTHORITY	PLAN YEAR
Go	20100111091547	20071018084228	Participants	9/29/2009	40	169	City of Anderson	2007
Go	20100111092422	20071018121425	Participants	9/30/2009	1	169	City of Anderson	2007
Go	20091007094153	20071018072648	Participants	10/7/2009	40	169	City of Anderson	2007
Go	20091016132739	20071018121425	Participants	10/15/2009	3	169	City of Anderson	2007
Go	20091022122249	20071102125803	Events	10/22/2009	1	169	City of Anderson	2007
Go	20091120071621	20071018083202	Participants	10/27/2009	20	169	City of Anderson	2007
Go	20091120071820	20071018083202	Participants	11/6/2009	25	169	City of Anderson	2007
Go	20091207093627	20071018072813	Attachment	11/13/2009		169	City of Anderson	2007
Go	20091120072025	20071018083202	Participants	11/18/2009	17	169	City of Anderson	2007
Go	20091210132133	20071018082052	Participants	12/10/2009	16	169	City of Anderson	2007

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Plan Response

* denotes a required field	
RESPONSE ID	20091210132133
CONTROL ID	20071018082052
DESCRIPTION	Conduct an industrial storm water pollution prevention presentation
MEASUREMENT	Participants - ADD
MEASUREMENT DATE	12/10/2009 <input type="text"/>
VALUE	16 Participants
COMMENT	<p>Delivered Power Point Presentation titled "Land Disturbances, What We Can Do" to municipal employees. Focused on: Rule 5 requirement; BMP selection; inspection and maintenance; and, products and installation.</p> <p>Distributed 14 copies of the Video, "Environmentally Concrete Wash-off Video" and other related Rule 5 educational materials.</p> <p>Stressed the importance of compliance with Rule 5 for municipal operations.</p>
ENTERED BY	Steve Goodman, City of Anderson
MS4 AUTHORITY	City of Anderson
PLAN YEAR	<input type="text"/>
Return <input type="button" value="Submit"/>	



Plan Response List

	RESPONSE ID	CONTROL ID	MEASUREMENT	MEASUREMENT DATE	VALUE	ENTERED BY	MS4 AUTHORITY	PLAN YEAR
Go	20091210132133	20071018082052	Participants	12/10/2009	16	169	City of Anderson	2007
Go	20091216130732	20071018083202	Participants	12/16/2009	16	169	City of Anderson	2007
Go	20091228100035	20071018083202	Participants	12/17/2009	15	169	City of Anderson	2007
Go	20100125103601	20071018074632	Attachment	1/25/2010	201001251037320 Dewey Street Pump Station.pdf	169	City of Anderson	2007
Go	20100203134805	20071018115419	Events	2/3/2010	1	169	City of Anderson	2007
Go	20100203135121	20071018093948	Events	2/3/2010	1	169	City of Anderson	2007
Go	20100209142617	20071018121648	Inspections #	2/9/2010	1	169	City of Anderson	2007
Go	20100212120301	20071018121425	Participants	2/11/2010	2	169	City of Anderson	2007
Go	20100218123520	20071018121425	Participants	2/16/2010	1	169	City of Anderson	2007

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Plan Response

* denotes a required field

RESPONSE ID	20100218123520
CONTROL ID	20071018121425
DESCRIPTION	Attend a training presentation
MEASUREMENT	Participants - ADD
MEASUREMENT DATE	2/16/2010 <input type="text"/>
VALUE	1 Participants
COMMENT	LANDSCAPING WITH RAIN GARDENS: The ABCs of Design and Construction - 8 a.m. to 4 p.m. The Normandy Barn - Indiana State Fairgrounds, Indianapolis, IN
ENTERED BY	Steve Goodman, City of Anderson
MS4 AUTHORITY	City of Anderson <input type="text"/>
PLAN YEAR	<input type="text"/>

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**OPERATION
MS4**
WEB-BASED SOFTWARE FOR RULE 13

Plan Response List

	RESPONSE ID	CONTROL ID	MEASUREMENT	MEASUREMENT DATE	VALUE	ENTERED BY	MS4 AUTHORITY	PLAN YEAR
Go	20091210132133	20071018082052	Participants	12/10/2009	16	169	City of Anderson	2007
Go	20091216130732	20071018083202	Participants	12/16/2009	16	169	City of Anderson	2007
Go	20091228100035	20071018083202	Participants	12/17/2009	15	169	City of Anderson	2007
Go	20100125103601	20071018074632	Attachment	1/25/2010	201001251037320.Dewey Street Pump Station.pdf	169	City of Anderson	2007
Go	20100203134805	20071018115419	Events	2/3/2010	1	169	City of Anderson	2007
Go	20100203135121	20071018093948	Events	2/3/2010	1	169	City of Anderson	2007
Go	20100209142617	20071018121648	Inspections #	2/9/2010	1	169	City of Anderson	2007
Go	20100212120301	20071018121425	Participants	2/11/2010	2	169	City of Anderson	2007
Go	20100218123520	20071018121425	Participants	2/16/2010	1	169	City of Anderson	2007

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Plan Response

* denotes a required field	
RESPONSE ID	20100212120301
CONTROL ID	20071018121425
DESCRIPTION	Attend a training presentation
MEASUREMENT	Participants - ADD
MEASUREMENT DATE	2/11/2010 <input type="text"/> and 2/12/2010
VALUE	2 Participants
COMMENT	Attend 2 day "Keep It Clean" 2010 Central Indiana Storm Water Quality Workshop at the Marriott East in Indianapolis.
ENTERED BY	Steve Goodman, City of Anderson
MS4 AUTHORITY	City of Anderson
PLAN YEAR	<input type="text"/>
Return <input type="button" value="Submit"/>	



On Demand Advertising



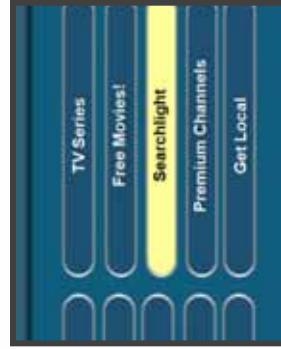
TV for today's viewer

80% of Comcast Digital TV subscribers use On Demand each month. Movies, TV shows, Music. Kids programs and more. Our customers expect to be able to watch what they want, when they want it. Now you can make yourself available on TV 24/7.



Simple to use

TV viewers can access On Demand content simply by selecting Channel 1. From there they will find a library of videos. Your SFY Indiana video can easily be found in the "Searchlight" and "Get Local" sections. We'll even promote that your video is available!



Tell your entire story

Give your potential customers what they want. Behind-the-scenes tours. Customer testimonials. Installation details. Use your long-form video to the max. This is your chance to give an in-home demonstration without actually being there!

What is Comcast On Demand?

An unparalleled collection of TV programming. With On Demand our customers get thousands of movies and shows ready to watch when they are—from blockbuster movies to kids' programming to network shows. And most are free.

What is SFY Indiana?

See-For-Yourself Indiana is where viewers can learn about products, services and entertainment available in their local area. Anything from weekend getaways to home improvement advice.

Who advertises on it?

Anyone wanting to highlight their expertise and uniqueness beyond 30-second ads. Resorts. Home builders. Doctors. Schools. It's what makes each business different that makes them interesting.

Why use it?

Trying to guess when is the right time to reach your potential customer is difficult. When you advertise On Demand your customers find you! Whether it be early in the morning or late at night, you'll be available to give an in-depth look at your services.



Pricing

Package	Availability	Price	Description	Features
Basic On Demand	Available 24/7 Monthly view report 75 on-air promos	\$450/mo*	Our Basic Package is appropriate for small or medium-sized businesses getting started with their local advertising.	On Air Online On Demand
Pro On Demand	Available 24/7 Monthly view report 150 on-air promos Creation of 2-min video	\$650/mo*	Our Pro Package is appropriate for most local businesses looking for a consistent TV ad presence targeting our digital TV subscribers.	PLUS Played on Comcast.net Video shown 50,000x
Advanced On Demand + Online	Available 24/7 Monthly view report 150 on-air promos Creation of 2-min video	\$1,450/mo*	Our Advanced Package is great for more sophisticated marketers that require a high level of TV and online awareness.	PLUS Played on Comcast.net Video shown 50,000x
Business On Demand + Online	Available 24/7 Monthly view report 300 on-air promos Creation of 2-min video 30-min of server time Custom VOD button	\$1,950/mo*	Our Business Package is perfect for large advertisers that desire a consistent TV presence and are accustomed to high web traffic	PLUS Played on Comcast.net Video shown 85,000x

Viewable in
 Indy, Ft.
 Wayne &
 Lafayette!



* Minimum of six-month contract

At The Touch of a Button



On Demand button or Channel 888

Main Menu – Get Local



SFY Indiana



Searchlight



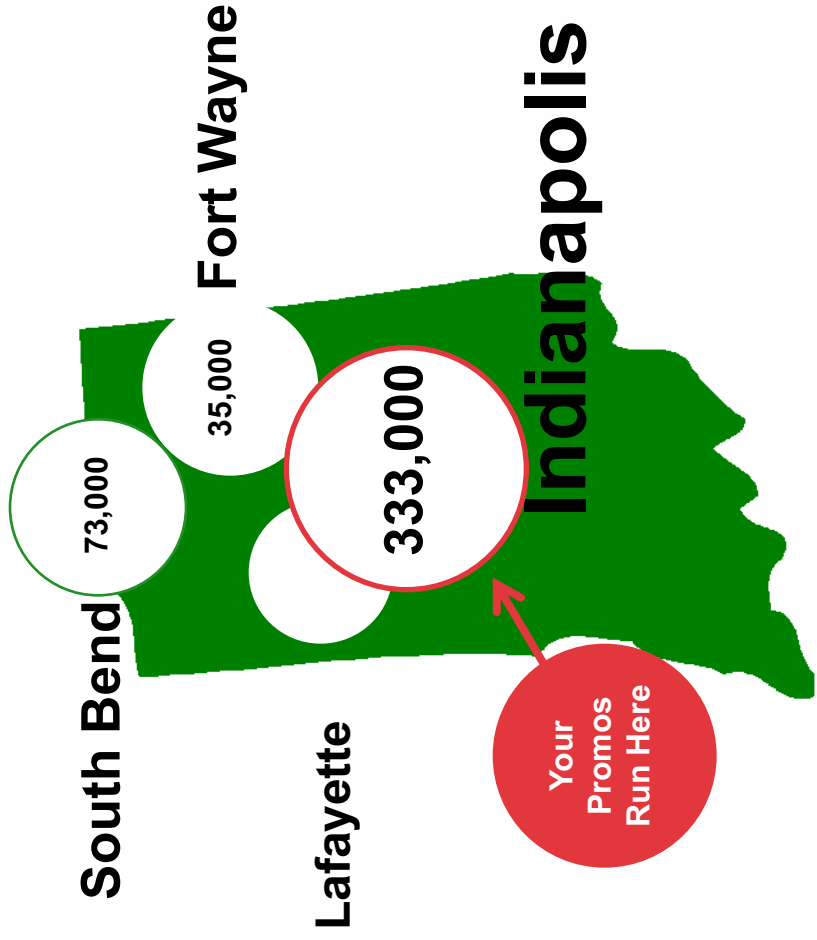
We also place your video in a product category button like “Entertainment”, “Education”, “Home & Garden” and others





On Demand Stats

On Demand subscribers



Indianapolis - Fort Wayne - Lafayette

Average # of On Demand views per week
1,633,000

Average # of views of local content per week
40,800

Local content (2009)

- Indianapolis Colts – St. Vincent Health - WTHR News – Best Of The City – Indiana State Park Inns - IHSAA - Humane Society Pet Adoptions – Explore Fort Wayne - Metromix – Indiana Black Expo – Indy’s Music Channel – Butler Univ. Sports – Indiana State Fair – Fort Wayne Komets Hockey – Citizens Gas – Live Nation concerts – Indiana Downs – United Way – Jobs By Monster.com – ARC Music – Big Ten Network – Crackers Comedy – Hometown Sports – Inside Indiana Business – WTTTS 92.3

– and much, much more



Your video will be viewable in Indianapolis, Fort Wayne and Lafayette. Promos will run in your **home market of Indianapolis**. \$200 additional per package per market to add in Fort Wayne and Lafayette.






Network Groups


A&E Networks - 

Comcast Networks – 

Discovery networks – 

ESPN Networks – 

Fox Cable Networks – 


Fox News Networks - 

Lifetime Networks- 

MTV Networks – 

NBC Universal Cable Networks – 

Rainbow Networks - 

Scripps Networks – 

Turner Networks – 

Network	Mo-Su 5a-12m				
AEN	\$5				
AMC	\$8				
ANPL	\$2				
BET	\$4				
BRVO	\$7				
BIG TEN	\$15				
CMDY	\$2				
CMTV	\$3				
CNBC	\$3				
CNN	\$5				
DISC	NA				
ESP2	\$4				
ESPN	\$12				
ETV	\$5				
FAM	\$2				
FOOD	\$3				
FSMW	\$3				
FX	\$2				
FXNC	\$5				
GOLF	\$2				
HGTV	\$9				
HIST	\$4				
HLN	\$5				
IHSAA	\$3				
LIFE	\$5				
MNBC	\$2				
MTV	\$3				
SC	\$5				
SPK	\$4				
TBSC	\$6				
TLC	NA				
TNT	\$5				
TWC	\$5				
TRAV	\$3				
TRU	\$4				
TVLD	\$3				
USA	\$6				
VH1	\$2				
VS	\$3				