

**THOMASTON ECONOMIC DEVELOPMENT COMMISSION  
SUBCOMMITTEE CONFERENCE CALL MEETING  
MEETING MINUTES  
WEDNESDAY, JULY 13, 2011 at 11:00 am  
CONFERENCE CALL**

**Members Present:** Rich Sileo, Joe Hartz, Cesare "Skip" DelVaglio

**Others Present:** Amy Curran, CGI Communications  
[800-398-3029 x589](tel:800-398-3029)  
[amyc@cgicomunications.com](mailto:amyc@cgicomunications.com)

**Discussions with CGI Communications regarding their municipal video program**

The presentation used during the discussion with A Curran is located at the following link.

[http://www.elocallink.tv/web/main/marketing\\_presentations/mayors/slide\\_1.php](http://www.elocallink.tv/web/main/marketing_presentations/mayors/slide_1.php)

Company Background:

Founded in 1988, CGI's products and services for Community Image Marketing have been used by over 2000 communities in North America!

All of CGI's programs are offered at NO COST to municipalities, and are specially designed to streamline communication and strengthen communities. Take a look around and see what we have to offer.

Several types of video content are available as follows. The highlighted titles are the most popular and are highly recommended.

Videos can cover

- 1. Welcome**
- 2. Quality of life**
- 3. Real estate & relocation**
4. Economic development
5. Attractions
- 6. Education**
7. Tourism & things to do

Updates to the video are free and are available every 2-3 years.

We are required to provide CGI a letter of introduction be provided (on town letterhead and signed by First Selectman or EDC Chairman). See attachment.

Complete video production of a series of topic highlight videos (approx. 1 minute each) for and about your community including:

- Script consultation
- Storyboarding consultation
- On-location videography
- All editing including background music and voiceovers
- 3 years hosting and streaming with patent-pending One-Click™ technology to play on all computer systems, browsers and internet connection speeds.

Business sponsors on perimeter of video panels to offset cost of free program.

Graphic link prominently displayed on municipal website homepage.

Tracking of video click throughs provide visitor detail down to the city and state of the service provider.

Links to the videos can be shared with other web sites such as a chamber of commerce or any other related site.

The screen capture below is representative of how the links are added to our town web site.



Once a visitor clicks on one of the links above, the screen below will open. The images around the video are the ads sold to local businesses by CGI.

The program is free even if no businesses sign up for ad space. The advertisers are asked to sign a 1 year contract. Advertisers can have; a logo, a pass through link, or a video.

Simpsonville, SC Online - Google Chrome  
www.elocalink.tv/clients3/sc/simpsonville2009/tourplay.php?movie=simpsc10wel\_rev3\_iwd&spon=welcome

### Simpsonville TourBook

CGI OneClick™ Player - Patent Pending ©2003-2009 eLocalLink Inc.

[Send to a Friend](#) [Sponsorship Information](#)

- Welcome
- Quality of Life
- Real Estate and Relocation
- Education
- Tourism and Attractions
- Parks and Recreation

Search Homes for Sale