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**Monday, July 29, 2002**  
 Hoopeston's only locally-owned daily news publication

**P.O. Box 441, Hoopeston, IL. 60942** **www.justthefacts.net**

## Web page proposal begs question 'isn't there a better way?'

The Hoopeston City Council will meet tomorrow night, in a continuation of its July 16 meeting. One of the topics on the agenda is approving a contract with Robert Davis of CDA Marketing in Watseka.

Davis has proposed creating what Alderman Bill Goodwine has called a "kind of unique marketing tool" for \$22,500.

What that means is Davis wants to create a website for Hoopeston, specifically to help sell vacant buildings.

The issue of a web page has generated a lot of comment among residents. I've heard more about this than I have any issue in a long time, including Sunday liquor sales. Complaints have ranged from the cost to not using local talent for the job.

Davis first became a blip on Hoopeston's radar screen on June 4 when he made a pitch to the council. His presentation didn't make many waves in the media because

The  
 Second Cup  
 by LOURDINE FLOREK



that was the meeting when the city discussed raising water rates.

Davis told the council that he "can guarantee you, people will buy your buildings." He later modified that and said he would "virtually guarantee" owners would be found for the buildings and said he is interested in economic development for "future political reasons."

He also said he is "completely overqualified to build your site."

His qualifications include having worked for the National Security Administration as a cryptologist and having top secret clearance. Apparently that training is handy when it comes to determining key words that will cause Hoopeston's web page to get more traffic.

The council briefly discussed Davis' proposal on June 18, when Mayor Chalmers Flint named aldermen Bill

**See PROPOSAL on other side**

## Briefly

### Multi Agency van schedule

This week's schedule for the Hoopeston Multi Agency transportation project is: Monday, Hoopeston shuttle; Tuesday, Kankakee (leave at 8 a.m.); Wednesday, Danville; Thursday, Hoopeston shuttle; Friday, Danville. For more information or to arrange a ride, call the Multi Agency at (217) 283-5544.

Community center activities include: Monday, ladies bridge, noon; Tuesday, ladies euchre, noon; Thursday, men's coffee 9:30 a.m.; men's euchre, noon; Friday, ladies cards, noon.

### Music Booster winners

This week's winners in the Hoopeston Area Music Booster calendar drawing are: July 29, Barbara Egnew;

July 30, Kristi Young, Cissna Park; July 31, Dan Goodrum.

### Band camp

The Hoopeston Area music department will hold band camp from 8 a.m.-noon and 6-8 p.m. Aug. 5-8.

Parents' night will be at 6 p.m. Thursday, Aug. 8.

### Bowling meetings

The Hoopeston at 7 p.m. Thursday at Pla-Mor Lanes. All interested bowlers are invited to attend.

Tuesday Night Classic League will meet at 7 p.m. Monday, Aug. 5 at Pla-Mor Lanes. All bowlers interested in entering the draft should sign up at Pla-Mor or contact Randy Hiltz, Bob Bruens or Doug Wagoner if unable to attend.

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golf, make



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hole and receive a  
coupon for a free  
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McFerren Park  
Rt. 1, Hoopeston



**Are you trying to reach  
Wellington customers  
for your business?**  
Reach them with  
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Delivered to Wellington  
every Monday through Friday!



**Natosha Savage**, 24, of 417 E. Honeywell, was tick-  
eted for failure to maintain distance between moving  
vehicles after an accident at 9:14 a.m. Friday.

Police said Savage, in a 1999 Ford, was southbound  
on Market, stopped at the light behind a 2000 Ford  
driven by Richard W. Smith of 528 N. Fourth St.

Smith waited for oncoming traffic to clear when Sav-  
age struck his car in the rear.

No injuries were reported.

### ***Proposal*** continued from other side

Goodwine, Don York and Mike Eckersley to a commit-  
tee to look into the website. Flint requested that the com-  
mittee meet with Davis, as well as Jim Eyrich and Dave  
LaBounty, local residents who also create websites.

On June 21, Flint called a last-minute meeting with  
Davis and the committee. They never did meet with the  
local men.

Then, at its July 16 meeting, the council agreed it did-  
n't want to spend \$22,500 on a web site. Aldermen only  
want to pay \$14,500 payable from tax increment financ-  
ing (TIF) funds.

So now they're ready to vote on the contract with  
Davis and CDA Marketing. I have concerns about that.

First, whether the city spends \$22,500 or \$14,500, it's  
too much. Web sites which include all the facets Davis  
outlined can be created for far less - thousands less, in  
fact.

Furthermore, if the city's paying less, which of CDA's  
services are being cut? The proposal did not include a  
cost breakdown for designing, copyrighting, mainte-  
nance, hosting or any other service so it's hard to tell  
which parts will be shorted.

And how can Davis guarantee - or even virtually  
guarantee - that buildings will be sold? While he  
may be able to position Hoopeston's page to get hits  
- most likely on a "pay-per-click" basis -he cannot  
guarantee that anyone will buy a building here. And  
you don't need to be a rocket scientist to figure out  
which key words people use when looking for com-  
mercial buildings.

If he is that confident, perhaps he would agree to  
CDA Marketing accepting a performance fee rather  
than a flat fee. If one building sells, CDA would re-

## Police News



**A 16-year-old** boy reported Friday that someone took  
an undisclosed amount of money from his vehicle while  
it was parked at Hoopeston Area High School.

**Brian L. Edwards**, 29, of 865 E. Seminary, turned  
himself in to police at 11 a.m. Saturday.

Edwards, wanted on warrants, was released on  
\$2,095.40 cash bond.

**Trinidad R. Hernandez Jr.**, 29, of 502 N. Tenth  
Ave., was arrested at 1:25 p.m. Saturday in the 500

block of North Tenth Ave.

He was charged with criminal damage to auto over \$300  
after police said he threw  
rocks and beer bottles at a car  
owned by a 23-year-old  
Hoopeston woman.

Hernandez was taken to the  
Public Safety Building in  
Danville.

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2 bedroom house w/central air. \$375/mo. plus deposit. (217)  
283-9220. 210-tfn

### HOUSES FOR SALE

House for sale by owner. In Hoopeston. 3 bedroom house, full  
basement, 3 lots, 2 detached garages, large deck. \$70,000. For  
appointment, (217) 283-7167. 205-211

### MISCELLANEOUS FOR SALE

Old time country & 50s & 60s rock & roll cassette tapes and  
fresh catfish or bass. Call to place order or to see a copy of the  
tapes. Leave message if no answer. (217) 283-9792.

### SERVICES

Need a Handy-Man? Will do small jobs around your house. Call  
Bob, (217) 283-5026 or (217) 417-4997.

Wanted: your house to clean. Reliable. References. Call (217)  
283-6960, ask for Donna. 203-214

Pampered Pet Grooming. Lots of TLC. Call anytime for  
appointment. (217) 339-2340.

Opal's Tan Salon/No Sweat Too, 205 Southwest Ave., Milford,  
IL. New hair salon, exercise beds. Call (815) 889-4010 for ap-  
pointments.

Senior Caregiver - just moved to the area. 10 years' experience,  
letters of reference. Call Patti at (217) 748-4109. 210-214

### VEHICLES FOR SALE

1983 Chevy truck. Runs good. \$700. (217) 283-4893.

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## Weather



Chance of thunderstorms today and tonight. High 88,  
low 68. Tomorrow, partly sunny. High 88, low 58.

For current weather conditions, call the **Hoopeston  
Weather Line** at (217) 283-6221.