

TUESDAY  
Aug. 22, 1995

142nd Year, No. 230

# Times-Standard

Offices: 930 Sixth St., Eureka, Calif. 95502 Telephone: 441-0500; toll-free from outlying areas, (800) 564-5630

50 cents  
(sales tax included)

## Eureka signals entrance onto information highway

By Kelly Johnson  
The Times-Standard

EUREKA — The city hopes to "surf" its way to improved marketing, efficiency and communication with the public.

Eureka is the first local city to get on the information superhighway's Internet.

By calling up the "Eureka home page" on the Internet, computer users can read about business incentives for relocating to Eureka. They can learn about the city's history, climate and population. They can also see a picture of Bill the chimpanzee and a sample of the artwork of the beloved Sequoia Park Zoo resident. Soon people surfing the Net can order art prints by chimps Bill and Ziggy and "Eureka — A Victorian Seaport" note cards and postcards.

City officials have been thinking

about getting wired for about a year, but Eureka got online only three weeks ago.

"I think it's exciting," said Judy Harrison-Nelson, redevelopment program technician.

She has been responsible for working with Northcoast Internet to get Eureka's own spot on the Internet.

The main purpose of linking up with Internet users around the world is to market Eureka.

"We think it's potentially a very good marketing tool for economic development. That's the thrust I'm following," City Manager John Arnold said.

The city hopes to attract so-called lone eagles. They are educated people who have communication-based businesses that, by moving computers, fax machines and phone lines, can be relocated anywhere. The lone eagles want to live in a small, pristine

area and still be able to communicate with the rest of the world, Harrison-Nelson said.

With the city online, they can find out through the computer what Eureka is like and the type of business incentives it offers.

Elsewhere around the country, other cities are marketing themselves through the Internet as well, said Northcoast Internet President Larry Goldberg. They promote themselves to computer users by showing off their cultural activities, health care facilities and tax incentives.

By being on the Internet, the city can also offer residents convenience and time savings. Instead of waiting for the city to mail a packet of information on a particular program, they can instantly call up on the computer what they are interested in.

"They don't have to wait for it to come through the mail. We don't have to pay for it to go through the mail," Harrison-Nelson said. "Time wise it's a real savings."

Internet users can also get information about the city 24 hours a day, instead of waiting for City Hall to open, Goldberg said.

The city and Goldberg have lots of ideas for the Eureka home page, or file. Agendas and minutes of City Council meetings could be put online, developers could obtain zoning information and send development plans to the city electronically. In the future, they may be able to pay a water bill or apply for a business license.

The city has spent only a few hundred dollars to get on the Internet. Eureka pays a \$20 monthly fee for up to 20 hours online, Harrison-Nelson said.

Northcoast Internet will give Humboldt County and any of its cities and local nonprofit agencies a free page in the computer system, Goldberg said. The free page is worth \$2,500 a year. He hopes soon to get the county and some of the other local cities on the Internet.



Michael Hughes/The Times-Standard

Judy Harrison-Nelson sits next to a computer at Eureka City Hall displaying Eureka's Internet home page, its location on a worldwide computer network.