

The Borough of Kutztown
TELECOMMUNICATIONS ADVISORY COMMISSION
4th Monday of the month

A G E N D A
April 25, 2011

TAC - Gene Mosca
Gordon Kronemann
Lydia Palm
Steve Fritz
Randy Haydt

Frank Caruso Staff
Gina Wiand Staff
Mark Arnold Staff

Not enough attendees for Quorum

- Call Meeting To Order
- Public Comments
- Review and Approve Minutes March Meeting
- Create an Identity for Telecom
 - Continue to review Identity and Launch
 - Telecom committee agrees to HOMENET
- Customer Appreciation Event for 2011
 - End of September 25th or October 2nd . reviewed with Gina.
 -
- Marketing
 - Letter for hiring sent . Waiting for response from individual to be hired part time 20 hrs per week
 - Telecom agrees to more aggressive marketing. Visibility to the Public.
- DVR status
 - We have TIVO agreements. Weill will become a remarketer of TIVO through a 2rd appty company. We CANNOT sell TIVO units, only lease. The lineup cost to us per month per active box is \$3.95 per unit. Each TIVO unit cost is \$325 to Telecom. Units can be reused, we are only charged for units deployed and active.
 - Pricing model, terms. Marketing strategy/
- Launch of Digital Phone Service
 - Contracts have been signed, configurations are underway within our NOC.
 - Web Portal to control customer services in under construction.
 - Marketing and Launch plan
- May 1 – Block Party.
 - Staffing. How to do this?
 - This weekend coming up.

The Borough of Kutztown

TELECOMMUNICATIONS ADVISORY COMMISSION

4th Monday of the month

- AD
 - Filming of the TAC committee Wed May 4 6:15 pm.
 - Would like all members to be present. The intent is to introduce TAC and read a mission statement. This Commercial will air on ESPN, CNN, TBS and TNT
 - Following TAC will be TELECOM.

- TELECOM meeting May 4
 - A presentation by Mark and I over viewing the TELECOM system, customers, financials, and the new products TIVO and Digital Phone. We will also discuss the advertising system and revenue source this can produce.
 - We will discuss our next level or pricing and product launch. What the competitors are doing in the marketplace as well as “cost of service” single product versus bundled.
 - With the addition of Digital Phone we now have all three core services to bundle onto a single bill.
 - Discuss the HOMENET approach to the new identity launch and the role of HOMETOWN UTILICOM.
 - Discuss the CCG report and where we are today since the reports presentation.
 - Discuss the Budget and Current year, where we stand as of April 30.
 - Discuss this years Customer Appreciation DAY and planning.