

**The Borough of Kutztown**  
**TELECOMMUNICATIONS ADVISORY COMMISSION**  
4<sup>th</sup> Monday of the month

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**MINUTES**  
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 25<sup>th</sup> or October 2<sup>nd</sup> . 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.

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- 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.