

The Borough of Kutztown
TELECOMMUNICATIONS ADVISORY COMMISSION

4th Monday of the month

M I N U T E S

February 28, 2011

TAC	-	Gene Mosca	Present
		Gordon Kronemann	Absent
		Lydia Palm	Absent
		Steve Fritz	Present
		Randy Haydt	Absent
		Frank Caruso	Staff Present
		Gina Wiand	Staff Absent
		Mark Arnold	Staff Absent

Not enough attendees for Quorum

- Call Meeting To Order
 - 7:30 pm start No Quorum - No motions
 - Discussion to contact all members regarding attendance and interest.
- Public Comments
 - None
- Review and Approve Minutes –January Meeting –
 - Reviewed No Action No Quorum.
- Create an Identity for Telecom
 - Discussion about the purpose and ideas
 - Discussion about the type of identity
 - S.Fritz will begin a draft of an outline regarding the identity change.
- Web-Site considerations
 - Content Management System discussed direction
 - In House Department Control advised in personnel at this time
- Customer Appreciation Event for 2011
 - Discuss date, location, theme. Tables until next meeting
- Marketing
 - Discussion on type of marketing and overall marketing intent
- Channel Lineup conversion to Whole Numbers, effective Feb
 - March 3rd Live – migration midnight 2nd. Letters ,mailed with lineup – advised.
- DVR status
 - No anticipated launch date – waiting for response from EPVISION
- Rates for 2011 –
 - Council approved increase of all internet levels \$2.50 per level. - advised.
 - Advised the reduced price is also cutting the profitability margin by 1/2
- In House Marketing / Designer proposal
 - Status Unknown - tables

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- Ambulance Corps
 - Requesting Pole right of way Met Ed Friday. - advised
- Marino incorrect information disseminated
 - No Customer List was given. As paper indicated
 - \$600,000 mention is all departments paying into the General Fund. Telecom not paid.
 - \$246,000 expenses exceeding revenue. Included in this is \$377,000 depreciation.

General discussion. Advised misinformation .

- Launch of Digital Phone Service
 - CALIX and MOMENTUM configuring equipment – advised

Meeting adjourned at 9pm