

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

A G E N D A
JULY 25, 2011

TAC - Gene Mosca
Gordon Kronemann

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 Meeting
- Telecom approves the consideration to replace Lydia
- Telecom approves the consideration to add two (2) additional members.
- Marketing – review materials mailed.
- Review Website. This is the version in place until the main/core website is complete.
- Kutztown Day, we will place a banner on a tractor trailer 5' x 8' .
- Digital Phone taking off, 13 customers plus 8 inquiries. Direct mailing is due out this week. These customers are calling from the insert in last months bills.
- We have received inquiries by commercial companies regarding Digital Phone. We are working with Momentum Systems and reviewing the pricing. Our launch focused on Residential Service Only.
- TiVo – 15 units are out, Telecom recommends ordering 48. Inquiries average 8-10 per day since the insert mailed.
 - The actual mailing piece will be in the mail next week. (review the copy)
- Broadband Communities, magazine review article.
- Ambulance Corps is online plus three other customers. We have had inquiries but no additional commitments. Direct mail piece will be done as a follow up to the original.
- Review local channel programming , direction discussed at last months meeting.
 - Telecom is in favor but asked the following, who ? how much? What equipment? How?
 - Telecom discussed a PCN style format for Water/Sewer and Electric. Would like more details as to how this will be done including editing the final format.
- Mark will discuss BULK SALES to Landlords, the market, the process.
- Telecom recommends a session to introduce TiVo and Digital Phone, night invitation, demo and presentation.