

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

A G E N D A
June 28, 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 March Meeting
- Lydia has submitted her resignation.
 - Consider keeping the seat open until Jan when terms are expiring.
- Marketing – Sheila Sacks has been worked on inserts and brochure marketing pieces
 - Review work currently underway
- Updates
 - Identity Name – HOMENET logo and Service Mark paperwork has been filed. Attorneys have given the go ahead to begin using the HomeNet Logo.
 - The web name is different due to the name HOME which is a preferred web name, cost \$5000 one time. The web will be HUhomenet.com
 - New Product Bundling – New Customer Pricing
 - Some minor adjustments, Digital Phone is not bundled due to the cost and varying surcharges/
 - TELECOM decided to bundle the TiVo but leave the phone as an add-on product.
 - Existing Customer Pricing to remain the same. TELECOM decided to keep pricing the same for existing and new.
 - Television AD for TAC is running on ESPN etc..
- TAC's next task
 - Identify the market that is reluctant to join HU System.
 - In-Town advertising and presence
 - Customer Appreciation Day – theme, planning.