

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

---

**MINUTES**  
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 Meeting
- Lydia has submitted her resignation.
  - Consider keeping the seat open until Jan when terms are expiring.
  - TAC feels replacement should be named. Recommendation to Telecom.
  - TAC would like to increase the number of members by two (2).
- Marketing – Sheila Sacks has been worked on inserts and brochure marketing pieces
  - Review work currently underway
  - TAC would like to eliminate black and white printing, more use of color.
- 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 HUhome.net.com
  - New Product Bundling – New Customer Pricing
  - Some minor adjustments, Digital Phone is not bundled due to the cost and varying surcharges/
  - FPC reviewed why the change in bundling to not include Digital Phone
  - 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..
  - Discussed the AD, feeling is, it can be better, consider change in format.
- TAC's next task
  - Identify the market that is reluctant to join HU System.
  - TAC discussion in content, TV LOCAL channel – events in town, at schools, PCN style spotlight local business.
  - In-Town advertising and presence
  - Customer Appreciation Day – theme, planning.