

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

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**A G E N D A**  
March 28, 2011

TAC - Gene Mosca  
Gordon Kronemann  
Lydia Palm  
Steve Fritz  
Randy Haydt

Frank Caruso    Staff  
Gina Wiand      Staff  
Mark Arnold     Staff

- Call Meeting To Order
  - Discuss contact of all members regarding attendance and issue with not having a quorum
- Public Comments
- Review and Approve Minutes –January Meeting and February–
  - Due to no Quorum at the February meeting the minutes for January and February must be reviewed and action taken.
- Create an Identity for Telecom
  - Member Steve Fritz emailed an outline regarding the identity of HU to all members. Begin the review and outline.
- Web-Site considerations
  - Content Management System contract issued, first phone meeting has taken place, discussion regarding the format and the content. Gina will send pictures. We are working with The Borough of Kutztown site first.
- Customer Appreciation Event for 2011
  - Discuss date, location, theme.
- Marketing
  - Discussion any marketing or inserts for next billing period.
  - Review Blue Ridge Cable product and pricing
  - Review Salisbury Cable FTTH system products and pricing
- Channel Lineup conversion to Whole Numbers
  - Migration to whole numbers is complete. Tribune and TiVo have upgraded lineup
  - Insert sent to entire Borough regarding the upgrade.
  - Some television tuner issues remain. One model of VIZIO noted.
- DVR status
  - Fall 2011 – looking at another potential provider
  - Provider of Clear QAM tuner devices found, competitive to current provider.
- Rates for 2011 –
  - Next billing cycle will show price increase in Internet Service by \$2.50
- Ambulance Corps

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- Requesting Pole right of way Met Ed Friday. – Paper Work submitted to Met-Ed. They responded with a request for signature.
- Launch of Digital Phone Service
  - Testing is complete. Cost of product to HU is \$19. Determine a sell Price to HU market.
  - Other provider pricing
    - VONAGE \$14.99 1<sup>st</sup> three months \$25.99 after that plus taxes and fees
    - Ring Central \$24.99
    - Blue Ridge \$49.99
- Canny Advertising New York. Emails went out last week about the advertising spots on Television ESPN, CNN USA etc. 20% of net for each spot aired.
- \$500 to create an advertising spot. Marketing in town and surrounding area is continuing by Canny. Haldeman Ford will be purchasing time.