

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

M I N U T E S

March 28, 2011

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

Frank Caruso Staff
Gina Wiand Staff
Mark Arnold Staff

- Call Meeting To Order
 - 7:30 pm
- Public Comments
 - None
- Review and Approve March
 - Due to no Quorum at the February meeting the minutes for January and February must be reviewed and action taken.
 - Minutes reviewed and accept Motion
 - R.Heydt motion S.Fritz second
- Create an Identity for Telecom
 - Member Steve Fritz emailed an outline regarding the identity of HU to all members. Begin the review and outline.
 - Discussion regarding the outline, members agree this to be a good start. HOMENET is the recommended name to begin the identity process consideration.,
 - R.heydt motion S.Fritz second
- 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.
 - Discussion and FYI for the committee no action
- Customer Appreciation Event for 2011
 - Discuss date, location, theme.
 - Work with Gina on possibilities. Look at schedule of other events. Move the event up, September weekend, preferable a Sunday, Afternoon.
- Marketing
 - Discussion any marketing or inserts for next billing period.
 - Insert placed in the electric bill, general insert
 - Review Blue Ridge Cable product and pricing
 - FYI as to pricing bundled versus individual. Individual products cost more than bundled to discourage partial product purchasing.

The Borough of Kutztown TELECOMMUNICATIONS ADVISORY COMMISSION

4th Monday of the month

- Review Salisbury Cable FTTH system products and pricing
 - Reviewed the pricing matrix of Salisbury FTTH.
- 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.
 - General Update – negotiation with TIVO and MOXI as a DVR solution
- Rates for 2011 –
 - Next billing cycle will show price increase in Internet Service by \$2.50
- Ambulance Corps
 - Requesting Pole right of way Met Ed Friday. – Paper Work submitted to Met-Ed. They responded with a request for signature.
 - Met ED responded with a make ready to move a street light -- up ..
- 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 1st three months \$25.99 after that plus taxes and fees
 - Ring Central \$24.99
 - Blue Ridge \$49.99

Discussed the product line of Digital Phone, possible May – June launch. Bundled offerings and other discussed

- 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.

TAC will have an AD created to introduce the committee and read a mission statement

Motion to adjourn 9:15 S.Fritz second R.Heydt/