

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

MINUTES
November 28, 2011

TAC - Gene Mosca
Gordon Konemann
Steve Fritz
Randy Haydt Absent
Patt McCloskey
David Bullock

Frank Caruso Staff
Gina Wiand Staff Absent
Mark Arnold Staff Absent

- Call Meeting To Order 7:30 called to order
- Public Comments None
- Review and Approve Minutes Meeting Motion SF 2nd DB
- Customer Letter Non-HU Customers
 - One Phone Call
 - No New Installs
 - Four trial Customers
 - NEXT?

Discussed the impact or the lack of response to letter and free trials

Discussed approach to use a brochure style document vs a letter.

- Local Content Programming Channel
 - Council Room area, set up as Video Room
 - Purchase backdrops 8 x 8 / 10 x 10
 - Local Merchants invite in (spotlight them) Interview
 - Interview Boy Scouts to promote them what they events etc
 - Interview Lyons Club or film a meeting. Rotary

Continue to review and pursue options. Steve to discuss with Boy Scouts Shool.
- Next Council Agenda will have content programming ideas and concepts

Continue discussions and possible plans

- New service offering by HomeNet, Home video surveillance offering.
 - ?Customer purchases system. HU wires, configures, charges monthly maintenance fee.
 - ?HU owns the system and charges a monthly fee. Like our TiVo offering.

Meeting with SONITROL and ADT possibilities.

Discussed value, options, possibilities,

After discussion, TAC prefers to NOT become involved in a business model to offer Home Security.
- Council passed the rate increase advertisement (TV increases \$10 HBO/CINEMAX \$3.50 Basic TV \$6) Non TiVo bulk customers, effective December 1 for January billing.

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- Increases in Retransmission. Increases to cover costs not built for profitability.
- Letter to The Editor.
 - Effect, mis-information, marketing issues.
- **General Discussion about marketing, impact of letters.**

Meeting adjourned 9pm

Motion SF and 2nd DB