

MINUTES of REGULAR SESSION  
CITY OF HIGHLAND  
TELECOMMUNICATIONS ADVISORY BOARD

CITY HALL  
1115 BROADWAY  
Monday, June 10, 2013  
7:00 P.M.

ROLL CALL:

Members Present: Chairman Marron, Vice-Chairman Boulanger and Board Member Rusteberg

Additional attendees: City Manager Mark Latham, Director of Finance Kelly Korte, City staff members Tracey Robinson and Kathleen Mulcrone, HCS staff members Darin Jansen, Terri Hoffman, John Deluca, and Eric Liening.

CALL TO ORDER

Chairman Marron called the meeting to order at 7:00 p.m.

MINUTES:

Board Member Rusteberg stated that the heading of the April 2013 minutes should read 'Minutes of Regular Session' instead of 'Agenda and Notice of Meeting.' Mulcrone noted the changes in the April 2013 Telecomm Meeting Minutes. Rusteberg made a motion to approve the April 8, 2013 changes. Boulanger seconded the motion. Chairman Marron made a motion to approve the May 13, 2013 minutes. Rusteberg seconded the motion.

REPORTS:

A.) List of Customer Sign Ups and Installs

Latham reported that HCS has 992 customers with a total of 1,986 services. Latham introduced HCS' new Receptionist and full-time employee, Terri Hoffman. Latham reported that HCS is averaging 2 installs per day and catching up on installs. Techs should be finished on burials within the next week. Latham explained that HCS is also moving forward with marketing. 20-30 potential business customer files were discovered that former HCS Operations Manager Steve Ferguson reached out to in the early stages of HCS. Terri has been instructed to call the businesses to follow up and find out what their needs are and to see if they are interested in HCS services.

## B.) Financials

Latham reported that, within the past month, the revenue per customer has increased. Korte stated that City Hall has had calls inquiring about the promotions letter, which was mailed a few weeks ago. Korte reported that customers are understanding and satisfied when given a thorough explanation of the changes.

## C.) Update of reorganization of HCS

Latham reported that, at this time, HCS is retaining all of the technicians. George Stram, with the Electric Department, is currently training under Tracey Robinson to serve as a backup for the head end, handle provisioning, and provide support in Robinson's absence. In addition, Latham would like for Jim Fiola, with Megahertz, to visit and train Robinson and Stram on the video side of HCS. This would be to HCS' advantage because HCS won't have to rely so much on Fiola regarding video technical issues. Latham reported that he is not interested in hiring a manager at this point in time. Latham and Korte will continue to oversee HCS' day-to-day operations (by meeting with HCS staff in the morning and afternoon) and will continue to track and monitor progress. Latham noted that service calls have become more infrequent; trouble tickets seem to have been winding down.

## DISCUSSION:

### A.) Discuss Bulk Rates for MDU's

Korte stated that staff is presently evaluating the cost structure for the bulk rates; they are calculating what the costs may be, how it would work with ordinances and contracts, etc. Korte said that more information needs to be determined before it is presented to the Telecomm Board. Korte noted that the proposed rates will be added as an action item on the next agenda and will be presented then.

## ACTION:

- A.) Approve RF Expanded Rate
- B.) Rate Additions/Modifications
- C.) Approval of Marketing/Free Installation Customer Letter

There was some discussion on marketing and the customer letter. Marron liked that the letter informed residents that free installation will end at some point so; residents should sign up now and take advantage of it before the promotion ends. Latham stated that the customer letters will first be mailed to a cabinet in Phase I—a cabinet which originally didn't have video services. From there, HCS will target the remaining original cabinets and see what kind of response HCS receives.

Latham said that HCS has a presence at the PB & J festivals and already has generated some inquiries from it. Latham stated that one of the challenges is marketing the message that HCS is a community-owned service. Latham: "How do you get people to realize that this is their service-- their hometown cable provider? Do they know they are a part owner of HCS?" Latham suggested talking to local realtors about HCS and its benefits. Rusteberg asked how successful the Chamber gift certificates/referral program is. Korte stated that the referral program hasn't been advertised in awhile. Latham suggested that the customer letter should promote the Chamber referral program. Latham: "It's a good way to keep money local; it's a benefit to everyone since the money stays in Highland."

Rusteberg made a motion that the Telecomm Advisory Board recommend that the information provided in the memo be presented to City Council. Marron, seconded the motion. All in favor. Motion passed. All three agenda action items were approved.

#### ADJOURNMENT

Boulanger entertained a motion to adjourn the meeting. Rusteberg seconded the motion. All in favor. The meeting adjourned at 7:32 p.m. Next Telecomm Advisory Board meeting will be July 8, 2013.