

MINUTES OF REGULAR SESSION CITY
OF HIGHLAND
TELECOMMUNICATIONS ADVISORY
BOARD

Monday – October 24, 2022
(Rescheduled from October 10, 2022)

7:00 pm

ROLL CALL: Members present - Sharon Rusteberg , Jill Lawson

Additional Attendees - Technology & Innovation Director Angela Imming, Minutes Taker Terri Hoffmann

CALL TO ORDER: Meeting was called to order at 7:00pm.

MINUTES:

- A. Minutes of both the May 9, 2022 regular session of the Telecommunications Advisory Board were approved.

Public Forum: No questions were presented to the board from the public.

Director Imming advised the board at this time that Data rates for both Residential and Commercial customers will be reduced. The proposed rates will be presented to council at the next city council meeting. The rate reduction is intended to re-invest money back into the community. Additional tiers of service will be offered as well.

REPORTS:

- A. List of customer sign-ups, installs and other metrics - A customer count of 2,625 was reported. Members present were provided a summary report of metrics showing customer 'activates' (new sign-ups) and 'inactivates' (customers discontinuing services) and corresponding reasons, i.e new to area, support home town, moving out of town, went to competitor. This 'summary of activity' report will be provided at subsequent meetings for review and discussion.
At 40% of the way through the fiscal year Revenue was reported at 40% and Expenses at 44%; over budget due to larger than expected expenses for the new buildout/construction.
- B. Construction discussion - The HCS team will begin pulling fiber in the next two weeks. Pedestals and vaults are now in place. A saturation rate of 30% is anticipated within the first six to nine months of completion.
- C. 10gbs discussion - The headend update is complete, allowing HCS to offer up to 2.5/Gbps service to customers.

Time was given to advise the board of a marketing strategy referred to as "Solving the Spectrum Problem" that includes targeting businesses and new residents. Sales flyers and 'marketing items' are being provided to the Welcome Wagon and in turn HCS receives a list of new residents each month who are contacted by the new HCS intern.

ADJOURNMENT: Meeting was adjourned at 7:30pm