

MINUTES OF REGULAR SESSION  
TELECOMMUNICATIONS ADVISORY BOARD  
MONDAY OCTOBER 11, 2010

The meeting was called to order by Chairman Marron at 7:00 PM. Those in attendance included: Chairman Marron, Vice-Chairman Boulanger, Board Member Neal Nicolaides, City Manager Latham, L & P Director Cook, Fiber Operations Manager Steve Ferguson, Electric Supervisor George Stram, Andrea Enright-Marketing, Rebecca Casper-CSR and Tracey Robinson from the City IT staff. There was also one member of the general public in attendance.

**MINUTES**

Vice-Chairman Boulanger made a motion to approve the minutes of the September 16th meeting. Seconded by Member Nicolaides. All voted aye; motion approved.

**INTRODUCTIONS**

Director Cook began the meeting by introducing the new City staff members. They included Steve Ferguson, who is the Fiber Operations Manager; Andria Enright, who is in charge of City marketing; and Rebecca Casper, who is the Fiber CSR/Administrative assistant.

**REPORTS**

The report concerned the marketing survey that was recently sent out to prospective business customers. Director Cook distributed the results of the survey. There were 320 survey forms sent out, with 71 of those being returned within a two week period. Of those 71, only two indicated that they were not interested in service. Scott Credit Union was uninterested and one other respondent currently has phone service only from Frontier. George Marron passed on contact information for Scott executives.

The next report was a general system update. We are still doing testing of the existing fiber, while the replacement fiber for Poplar Street should arrive within two weeks. The railroad crossing at the power plant will take place Wednesday.

We are preparing for a concrete pour at the new fiber building on Woodcrest. Groundbreaking at the new building will be on the 18<sup>th</sup> with Plocher Construction. The head end building should be completed by Christmas. All major components for the head-end, especially long lead time items, have been ordered. The HVAC subcontractor is Langhouser and the electric subcontractor is JF Electric.

Director Cook is looking at vans and vehicles for the future installers. On a related note, the City may combine the fiber splicer, installer and lineman positions into a single fiber technician position. This will avoid job conflicts and allow everyone to be fully cross-trained.

The final report was that the City has sent a letter to all of the landlords in the city in regards to Charter's offer to "buy" each customers coax in the apartment buildings. Terra Properties replied that they are very interested in City fiber service.

**NEW BUSINESS**

The first order of new business concerned the marketing plan status. Both Andrea and Rebecca were responsible for creating the survey and the letter that was sent to landlords. They

were also the creators of a PowerPoint presentation that was given at the Mayor's economic summit. Tracy Robinson was responsible for putting the marketing survey on-line.

The next order of new business was Director Cook's discussion of the final pricing for services, for which he distributed a handout of information. The last page of the handout showed a competitive analysis between our video package and those from Charter Communications. The Weather Channel, the Game Show Network and two religious channels will be bundled into our basic analog package.

Dan next related his experiences with a sales meeting with Hal Kloss. Mr. Kloss provided a copy of his bill from Frontier for two phone lines. Mr. Kloss's internet service is for 5 megs down. Director Cook offered a higher tier of service to Mr. Kloss for a similar price as to what he currently pays. Mr. Kloss, in essence, gets two phone lines for the price of one, as the second phone line is dedicated to a fax machine. Consequently, Director Cook wonders if we should offer fax lines at no cost.

Dan has appointments scheduled with Bev Steiner, Ray Hereford, Jim Ranken and Angela Kim in the next few days. He feels that we need to discuss service to Angela Kim at the library. The question being whether the City should provide free service to the library or not.

Jon Boulanger asked about the difficulty of moving towards a job classification for fiber technicians. City Manager Latham feels that such a move will not be difficult. Director Cook stated that we are planning towards moving towards a single classification. That will avoid conflict between employees over job responsibilities.

Chairman Marron asked about the amount of fiber that is installed. Director Cook replied that all fiber is in with the exceptions of the power plant railroad crossing, the cut fiber replacement and one small section on Route 160 near Ryder's. He further stated that we are down to our last quarter of splicing.

Plocher will start on building construction a week from today. Director Cook predicts that the panel tie-in between the outside plant and inside plant will be made in early December. We should have access to the interior of the head-end building around that time to begin rack installation.

Jim Stuckenburg, the member of the public in attendance, asked about the City's plan for Phase II of the fiber system. He wondered if we have to have a 50% take rate in Phase I before we will begin Phase II. Director Cook replied that Phase II construction will occur as finances allow.

Vice-Chairman Boulanger asked if final pricing will go to Council. Director Cook replied that he would like input from the Board. He further suggested that we focus on internet and telephone pricing. Video pricing will lag slightly. Chairman Marron suggested that we talk to Scott Bowles and learn how Auburn handled an ordinance for pricing.

The next meeting of the Telecomm Advisory Board will be Wednesday, November 10th at 7:00 PM.

Board Member Nicolaidis made a motion to adjourn, seconded by Vice-chairman Boulanger. All voted aye. Motion passed. Meeting adjourned at 7:30 PM.