

MINUTES OF REGULAR SESSION
CITY OF HIGHLAND
TELECOMMUNICATIONS ADVISORY BOARD (via phone conference)

Monday – January 11, 2021

7:00 pm

ROLL CALL: Members present - Sharon Rusteberg, Jon Boulanger and Chairman George Marron

Additional Attendees - Light and Power Director Dan Cook, Technology & Innovation Director Angela Imming, Interim City Manager Chris Conrad, Minutes Taker Terri Hoffmann

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

MINUTES:

- A. Corrected Minutes of the July 27, 2020 regular session of the Telecommunications Advisory Board were approved.
- B. The board had no questions regarding the Minutes of the October 12, 2020 regular session of the Telecommunications Advisory Board (no quorum).

REPORTS:

- A. List of customer sign-ups, installs and other metrics – A current customer count of 2,530 an all-time high, was reported and attributed in part to a high take-rate from two new housing areas where HCS is currently the exclusive provider: Flax Meadow Townhomes and Highland Villas. With most customers subscribing to either the Streamers’ Dream package or internet only, the average revenue per customer of \$50.00 at these locations is somewhat lower than the general average.

Revenue of \$230,000 was reported for the previous month which was a one-month high however, was still lower than budgeted. Noted was the fact that voice and video revenue had initially been over-projected and equipment expense was higher than expected.

Director Imming reported that Apex Physical Therapy in Highland recently switched over to HCS for their internet service resulting in three separate internet circuits, two of which are gig circuits. Additionally the first “co-location” customer Zanders’ Sporting Goods, is now leasing server space in the HCS “headend”.

Director Imming addressed concerns regarding higher than projected expenditures for ‘technological IT’ and ‘marketing’. Board member Boulanger requested that cost metrics be provided at the next meeting.

- B. Update on V-TV – Director Imming reported that the V-TV ‘app’ is now available on the Amazon app store and testing shows it is working well. Due to COVID there were several vendor delays, which created delays in the initial deployment plans and, HCS will be less aggressive in the conversion of existing customers to the new platform until current COVID restrictions are lessened. The first customers therefore, to be offered V-TV whether new or existing, will primarily be “self-installs” meaning those already streaming via an Amazon “firestick”. Board members asked whether each tv will require a “stick” (yes) and will HCS provide them (yes, at no charge). The pricing model used with regard to subscription licenses/streams closely matches those of other popular streaming services. The new service will be ‘advertised’ via social media platforms in addition to the current marketing campaigns on Facebook.

ADJOURNMENT: The meeting adjourned at 7:36pm.