

**MI-Connection Board of Directors**  
**May 8, 2008**

On May 8, 2008, The Board of Directors of MI-Connection held a meeting beginning at 7:30 am in the MI-Connection Board Room, 420 S. Academy Street, Mooresville, NC.

Present were Chairman Evan Webster, and Board Members, John Kasberger, Joe Cullen, Ron Steen, Steve Miller and Ken Essex. Also present in person were James (Jr.) Miller, Mooresville Commissioner Frank Rader, Sally White and Sandra Munsey. Gail Karrish (counsel) and Stacey Bright attended by telephone. Also present were members of the press.

The meeting was called to order to order by Evan Webster.

Board meeting minutes were presented to the Board for meetings held on April 10 and April 24, 2008. A motion was made for the approval of both sets of minutes, and the motion passed.

James Miller gave an update concerning the ongoing upgrade. To date, three miles of conduit have been run in the location of Jetton Road.

Paul Reilly has been extended an employment offer for the Marketing and Public Relations position, and the offer is contingent only on Mr. Reilly meeting the requirements of the pre-employment background check.

James Miller and Sandra Munsey currently are working on a commercial business sales plan.

John Kasberger inquired about dropped calls and reasons for disconnects, and requested that a report concerning those matters be created for the Board Members. Mr. Kasberger also requested that a consistent financial report and customer service statistics report be provided to the Board, and Ron Steen requested that these reports be provided at the May 22<sup>nd</sup> Board meeting. Stacey Bright said that she will send these reports to the Board a week before the meeting.

Evan Webster raised a question concerning the numbers in the 2009 Budget pertaining to ad insertion, and Stacey Bright replied that she feels the numbers are as accurate as possible for planning purposes. Joe Cullen asked if there was any consideration for LO. Stacey Bright responded that there is no consideration for LO, and she also indicated that business revenue is projected on the low side and she reminded the Board that this is a "banker's model budget". Evan Webster requested that Stacey Bright put \$50,000 in LO on the expense side.

Mr. Webster suggested that the Board should develop a Board Work Program for the Board's next primary areas of focus. (What tasks can and should the Board take on?) Some suggestions were: development of a reporting package--the Board would review, post it to shareholders and then publish to public; audit and risk assessment; long range planning (development of a SWOT

matrix) to include the categories of residential, business, enterprise, institution and government; an annual operating plan (establishing mileposts for the year); customer satisfaction and customer feedback; staff succession and staff development; and "signature" public relations activities.

John Kasberger asked that the original SWOT from the Fall of 2007 be sent out to the Board members again. Ken Essex mentioned the need for MIC to disseminate information in a prompt manner to the Towns' elected officials.

A motion was made at 8:48 am to move into closed session, and the motion passed.

Upon return to open session a motion was made to adjourn. The motion passed, and the meeting concluded at 9:05am.