



MI CONNECTION COMMUNICATIONS SYSTEM
BOARD MEETING AGENDA
September 23, 2010

Place: MI Connection Board Room
420 S. Academy Street

Time: 7:30am

BOARD MEETING

Open Session:

1. Operations Report -15 minutes – Alan Hall
2. Review of Marketing Advertising Allocations – 10 minutes-Alan Hall
3. Review of Community Campaign Plan- 10 minutes - Alan Hall
4. Capital Expenditures Approval Process–10minutes -John Kasberger/John Venzon
5. Roundtable Issues- 10 Minutes -Board Members and BVU attendees

Time Durations are approximate.

Old Business:

New Business:

Closed Session to consult with legal Council

Adjournment

**MI-Connection
Board of Directors Meeting
Open Session
September 23, 2010**

On September 23, 2010, 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 in person were Board members, John Kasberger, Rick Howard and John Venzon. Attending by telephone were Board members, Ken Essex, Steve Miller and Dawn Huston, and MIC's counsel, Nick Miller and Gail Karish. Present in person from the Town of Mooresville were Finance Director Maia Setzer and Commissioner Mac Herring. Attending from the Town of Davidson was Leamon Brice. Also present in person were Alan Hall, Nola Perkins, Ellen Baker, and members of the press (David Boraks, John Deem). Attending by means of video conferencing were Stacey Bright and Kyle Hollifield (BVU).

The meeting was called to order by John Kasberger.

Alan Hall reported on the operations of MIC for the month of August. There was a brief outage which was quickly corrected. The total number of customers in August was 15,217. The total number of revenue generating units has increased to 24,885. Primarily because of the conversion to the new billing system, there was a spike in the number of calls to the network operations center. Although increased calls and complexity of the questions resulted in longer wait times, it is anticipated that MIC soon will be back to the targeted wait times of under a minute. The new billing system, which has been put into place to increase productivity and better serve customers, is functioning as projected.

Mr. Hall reviewed the allocation of the marketing and advertising expenses budgeted for 2011. Mr. Hall was asked to develop and provide to the Board an additional report evaluating the return on investment for the projected expenses.

Mr. Hall discussed the newest community campaign. The objective is to sign up 5,000 new "triple play" customers. Mr. Hall proposed hiring a new part-time "campaign leader" who would spearhead the program, and the Board agreed with the proposal. Several suggestions were offered concerning ways to conduct the campaign, and suggestions were made concerning a possible campaign slogan and a possible new "tagline" for the company.

Regarding capital expenditures, the Board discussed and decided that any project proposal which involves a capital expenditure greater than \$10,000 must be brought by the General Manager to the attention of two Board members for prior approval. Initially, the two designated Board members will be John Kasberger and John Venzon. Mr. Hall requested that, in order to timely meet business needs, the Board members respond to project proposals within forty-eight hours.

John Venzon suggested that the Board and the management continue to thank the employees for their outstanding efforts.

Stacey Bright stated that the audit report from MIC's auditing firm, Dixon Hughes, was near completion. She advised that, in the preliminary draft, there were no noted issues or exceptions.

Mr. Kasberger asked if there were any additional issues which required discussion in the open session, and no such issues were raised. A motion was made to move into closed session for the purpose of discussing privileged matters, including receiving legal advice from counsel. The motion passed.

After returning to open session, the meeting was adjourned.

Kenneth Essey