

Burlington Telecom Advisory Board

DRAFT

June 10, 2015

Regular Meeting

Members: David Provost (via phone), Joan Shannon (via phone), Karen Paul, Clem Nilan and Jane Knodell

Member's Absent: Theresa Alberghini, Tim Halvorson

Others Present: Stephen Barraclough, Amber Thibeault, Nick Martin, Dawn Monahan, Gillian Wildfire and Stacey Trudo

Public Members: Pat Robins

Meeting commenced at 5:34 p.m.

1. Agenda (Karen Paul as Chair)

MOTION to approve the agenda made by *Nilan*, seconded by *Shannon*. *Unanimous*.

2. Approval of Minutes from May 14, 2015 BTAB meeting

MOTION to approve the minutes from the May 14, 2015 Burlington Telecom Advisory Board ("BTAB") meeting, made by *Shannon*, seconded by *Nilan*. *Unanimous*.

Paul welcomed City Council President Jane Knodell as a new member of the BTAB.

3. Public Forum

None

4. BT Management Update

Barraclough: have not closed financial results for May. These will be available at the next meeting.
Subscriber numbers for May

- 122 net subscribers
 - 114 residential and 8 commercial.
 - Single largest increase since November 2008.
 - Last year was net 44 subscribers for the month of May.

- Year on year growth is running 72% ahead of last year with one month left in the fiscal year.
- 462 adds for year to date against 268 at this time last year.
 - 346 for the whole year last year.
 - Will break 500 net adds for this fiscal year.

Provost: do you think that the interns work had an impact on the student demographic?

Wildfire: Yes, gave us a better understanding of where to strengthen ourselves.

Discussion about the Facebook conversation regarding who to choose for internet provider in Burlington.

Paul: huge tribute for the amount of work that was done by staff. Increase in customers coincides with Gillian arriving at Burlington Telecom and the marketing. *Barracough* also believes that customer relationships play a role in the increase. The most effective marketing we can do is to have our customers believe in us and be our sales people.

5. BT Second Annual Market Survey – overview

Robins: inquired as to the Yelp comments that are on the internet and whether we can do anything to improve these.

Wildfire met with Alberghini who had some great suggestions. Ask our customers to review us. Focus on Google instead of Yelp. We will provide an Ipad up front at BT for customers to take a moment to leave a review.

Paul: what is your feeling on the surveys that require you press a button at the end of the call.

Wildfire: Less of a nuisance but very expensive.

Nilan: do we follow up after an installation?

Wildfire: We have a new welcome packet including a link to a survey. *Nilan* wanted to know if you could do an exit interview of customers. *Trudo* explained that we ask customers when they leave what the reason is. Number one reason for disconnect in commercial and residential is moving out of the area.

Wildfire: See attached presentation.

- 474 surveys were completed.
- 366 BT customers; 108 competitions customers.
- Number one reason was price.
- 85% are satisfied or very satisfied with BT.
- ACSI index for television and internet providers are lowest. Customer service is poor in the industry.

- BT customer service scored high and has improved since last year's survey.

6. Executive Session

MOVE by *Knodell*; to find premature knowledge of this information will put the City at a competitive disadvantage, seconded by *Nilan*. *Unanimous*.

MOTION by *Knodell*, to go into executive session based on the finding, seconded by *Nlan*. *Unanimous*.

MOTION to adjourn made by *Shannon*, seconded by *Nilan* at 7:00 p.m. *Unanimous*.