



Board of Directors Meeting

Davidson Town Hall
216 South Main St
Davidson, NC 28036
Main meeting room

September 22, 2011

Present: John Venzon, Leamon Brice, Rodney Short, Brett Ellis (phone), Steve Miller (phone)

Absent: Dawn Huston, Erskine Smith, and Ken Essex

Other Attendees: Alan Hall, Nick Miller, Gail Karish, David Auger, Nola Perkins

1.) Call to Order/Quorum – John Venzon

Mr. Venzon determined that a quorum was present and called the meeting to order at 6:30 pm.

2.) Review and Approve Minutes – Board

In Ms. Huston's absence, Ms. Perkins was asked to present to the Board the open session minutes from the July 28, 2011 meeting prepared by Ms. Huston. No comments or changes to minutes were requested. Mr. Brice moved that the minutes be approved. The motion was seconded by Mr. Miller. The motion to approve the minutes was unanimously adopted.

3.) Operating Statics update – Alan Hall

Mr. Hall provided copies of the financial summary reports for the months of July and August to all present. Mr. Hall indicated there was a very positive growth trend.

Mr. Hall also noted the average time to answer a call in customer service is slightly higher than he would like but said he was working on improving that number. Mr. Venzon commented that he would like to see a review of the service matrix at the next operations meeting.

Mr. Ellis asked whether the customer service representatives had been trained to upsell customers who call in. Mr. Hall assured the board that they have been trained and were achieving some success in this area. He also reported that in house direct sales people have been hired and are working specific neighborhoods getting customers to sign up for MI-Connection services.

Mr. Hall also reported that the new amnesty campaign was showing great success with getting customers to sign up again for previously disconnected services. He also reported that the audit team had been swapping out locks to secure MI-Connection lock boxes and to keep our competitors out.

4.) Transition & Marketing update – Dave Auger

Mr. Auger gave update on the status of the transition. He reported he was still working through some of the issues with vendors and thought there would possibly be a final resolution in late October or early November.

Mr. Auger also reported he is assisting with the marketing efforts for MI-Connection. Mr. Auger indicated net sales are consistently exceeding projections. Mr. Venzon asked if this growth was sustainable and Mr. Auger said he felt it was due to MI-Connection having a lower churn rate than its competitors, and a good retention program.

5.) Roundtable open discussions – All

Mr. Ellis said he would like to revisit MI-Connection's multi-year plan, and Mr. Venzon requested Mr. Short to lead a strategic review with Mr. Ellis' assistance.

6.) Adjournment

Mr. Brice made a motion to adjourn, seconded by Mr. Ellis. The motion passed unanimously. The meeting

was adjourned 7:30 PM.

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approved 10/27/2011
Dave Ellis