

**MINUTES OF THE  
JOHNSON CITY ENERGY AUTHORITY  
D/B/A  
BRIGHTRIDGE**

December 12, 2023

PRESENT: Gary Mabrey  
James Haselsteiner  
Ronald Hite  
Kenneth Huffine  
John Hunter  
Kimberly McCorkle  
James Smith  
Robert Thomas  
Jeffrey R. Dykes, Chief Executive Officer  
Brian Bolling, CPA, Chief Financial Officer and Supply Chain Officer  
Connie Crouch, Chief Employee Relations Officer  
Bonnie Donnolly, Chief Development and Market Strategy Officer  
Mark Eades, Chief Engineering and Facilities Officer  
Eric Egan, Chief Data Officer  
Stacy Evans, Chief Broadband Officer  
Lori Farmer, Supervisor, General Accounting  
Donnie Hall, Safety/Environmental Manager  
Tiphonie Watson; Chief Customer Officer  
Tim Whaley, Director of Public and Governmental Affairs  
Stephen Darden, Hunter Smith Davis, LLP

ABSENT: Hal Knight  
David Spinnato, Physical Plant/Warehouse Manager

Chairman Gary Mabrey called the meeting to order.

Upon motion of Mr. Huffine, seconded by Mr. Haselsteiner, the HR Committee report was added to today's meeting agenda by roll call vote.

Chris Quillen, our TVA Regional Relations official, introduced the board to Scott Brooks, Media Relations Specialists and Tom Satkowiak, who will be our new area Regional Communications Consultant. Mr. Satkowiak was previously with the Athletic Department at the University of Tennessee for over 21 years, serving as their Media Relations and Communications Director. Mr. Satkowiak will be based out of the Knoxville area and is looking forward to working with BrightRidge in this new role.

Mr. Dykes advised the board the search for a new Chief Operations Officer was still underway.

Mr. Dykes also introduced the board to BrightRidge's new Construction Manager, Mr. Bo Tatum.

Upon motion of Mr. Hunter, seconded by Dr. McCorkle, the Board approved the following items on the Consent Agenda:

- (a.) The minutes of the Board meeting on November 28, 2023;
- (b.) The purchase of Itron Single Phase Meters and Tantalus AMI Modules from Westco and Tantalus Systems, Inc. in the amount of \$543,680.40; and
- (c.) The purchase of an Electric E-350 High Roof Cargo Van from Ford of Murfreesboro in the amount of \$55,107.00;

The motion carried unanimously by roll call vote.

Mr. Haselsteiner delivered the report from the Audit and Finance Committee, which met on December 12, 2023 prior to the Board Meeting. Upon motion by the committee, the board approved the Audit Report completed by Blackburn Childers and Steagall by unanimous roll call vote.

Mr. Smith delivered the report from the Human Resources & Insurance Committee which met on December 12, 2023 prior to the Board Meeting to review the Annual Performance Evaluation of CEO Jeff Dykes. The final evaluation resulted in a score of 47 out of 50. Upon motion by the committee, the board approved the Annual Performance Evaluation, which will result in a salary increase for Mr. Dykes in 2024, by unanimous roll call vote. The committee advised that Mr. Darden would be handling any contract revisions that may be necessary.

Ms. Bonnie Donnolly presented a marketing update to the board, identifying all of this year's marketing campaigns and events, as well as a look into upcoming strategies for their 2024 marketing campaigns.

This year's marketing encompassed digital displays, social media, television, radio and partnerships with streaming services. Ms. Donnolly advised that their new video campaigns will be a big outlet moving into the future. Marketing highlights for the year included new billboards in Johnson City showcasing our back-to-back Reader's Choice Awards and the 12 Days of Christmas promotion, which continues to be our most popular promotion with prizes for customer submissions. In addition we were a game day sponsor for the ETSU football program, which included stadium replicas showing the BrightRidge logo. BrightSpots have also continued to share innovative stories about the history of BrightRidge and our recent investments, including solar.

Ms. Donnolly states that the 2024 marketing plans will including the continuation of our Reader's Choice advertisements, a campaign highlighting Broadband

and the differences between our services to those of our competitors, a 'We miss you' Campaign, and the launching of our redesigned website.

Stacy Evans, Chief Broadband and Technology Officer, delivered an update regarding the broadband project. At the time of the Board Meeting, the Broadband Division had a total of 13,810 active customers; 1,252 of which are business or commercial entities.

The current broadband customer base is as follows:

Jonesborough Fiber:	1,333
Johnson City Fiber:	7,566
Piney Flats Fiber:	302
Telford Fiber:	237
Limestone Fiber:	308
Gray Fiber:	3,340
Kingsport Fiber:	429
Fall Branch Fiber:	139
Fixed Wireless:	156
Managed Wi-Fi:	8,882 (71.2% average "take rate")
IPTV Video:	818
Telephone VoIP:	1,345

Mr. Evans stated that the Broadband Division continues to work toward new FY2024 goal of adding 4,542 net customers for a target of 16,249 by June 30, 2024. As of December 8, 2023, the division is trending 44 customers above the linear budget line (13,758 actual vs. 13,714 budgeted).

He updated the board on the technical support stats for broadband, reporting an average monthly rate of 4.9% of customer contacts for support needs. This is low compared to the average 12%-15% contact per month that is typical for ISPs. Spikes in support tickets are typically due to storm impact, issues relating to software upgrades in equipment and fiber damage due to animals, auto accidents or fallen trees. The target goal for the average speed to answer support calls is less than 60 seconds (average speed for November 2023 was 39.4 seconds).

Members of the board had a brief discussion concerning exclusivity deals between broadband competitors and builders involved in new residential building projects in the area. Ongoing discussions to be had with legal counsel concerning FCC regulations for this issue.

Mr. Dykes complemented everyone on their handling of the recent audit and relayed his appreciation for all of the hard work our folks do every day. He also expressed his appreciation for those that made it to the staff luncheon today. Mr. Dykes advised that an upcoming meeting with Seven States was scheduled for next week.

There being no further business, the meeting was adjourned.