

00001

1

2 CITY OF MILWAUKEE

3 PUBLIC SAFETY COMMITTEE

4

In the Matter of renewal application for
"PINNACLE SECURITY"
1290 S. Sandhill Road
OREM, UTAH

8 STEVEN P. ZOLMAN - Agent

10 COMMITTEE MEMBERS

11 ALD. ROBERT DONOVAN - Chair
12 ALD. ROBERT PUENTE - Vice-Chairman
13 ALD. TERRY WITKOWSKI
13 ALD. T. ANTHONY ZIELINSKI
13 ALD. ASHANTI HAMILTON

14 LICENSING DIVISION by RICHARD PFAFF
15 POLICE DEPARTMENT by SEARGENT CHET ULCICKY
15 OFFICE OF THE CITY ATTORNEY by ATTORNEY BRUCE SCHRIMPFF

PROCEDURE PING S

CHAIRMAN DONOVAN: Next individual, Steven Zolman, agent for Pinnacle Security, LLC, private alarm system business renewal application for Pinnacle Security. Please come up.

Good afternoon.

MR. BARLOW: Good afternoon.

CHAIRMAN DONOVAN: Why don't you swear these individuals in?

(Whereupon the Applicants were sworn.)

CHAIRMAN DONOVAN: Could you gentlemen state your name and address for the record, please?

MR. BARLOW: Yes. My name is John Barlow. I'm counsel for the company. My address is 2887 East Danish Oaks Court, Sandy, Utah 84093. I'm a licensed attorney in the State of New York and the State of Utah. I'm not licensed in the State of Wisconsin. I'm here appearing as a representative for the company. This is Mr. Clint Cushing, our regional representative here. Would you state your name, address for the record?

MR. CUSHING: Clint Cushing, 449 Partridge Lane, Rexburg, Idaho 83440. I

1 currently live in Rexburg, Idaho, half the year.
2 Wisconsin, the other half of the year. So I
3 don't have my residence yet in Wisconsin, but I
4 am in the process of getting that.

5 CHAIRMAN DONOVAN: Very good.

6 Sergeant?

7 SERGEANT ULICKEY: As indicated, Mr.
8 Chair, there is a letter on file, or I should say
9 Milwaukee Police Department matter of report,
10 that is dated June 26th of '07. That was written
11 by Officer Ann McCarthy, who is our Alarms
12 Control Officer. I can give you a brief rundown.
13 As you can see, there is no police report
14 attached. If the committee recalls last meeting
15 or the meeting prior to that, I indicated that we
16 are revamping our filing system. We are
17 revamping how we looked at these alarm companies.
18 And as a result, the formal police report that
19 you are used to is not attached hereto.

20 The citations that were issued to the
21 company are referenced in this letter. If you
22 look towards the bottom, there were 15 citations
23 that were issued from May 2nd through August 9th.
24 There are 125 non-verified calls from May 2nd
25 through December 22nd that were not cited.

1 CHAIRMAN DONOVAN: Hmm.

2 SERGEANT ULCKEY: We do have Officer
3 McCarthy here if you'd wish to request any
4 verification or clarification, I should say, from
5 her, but that - - At this point that's what I
6 would have for you.

7 CHAIRMAN DONOVAN: I would. Officer,
8 if you could please take a seat, and I'd be
9 interested in giving this committee your
10 perspective on dealings with this company, and
11 what has been your experience over the last year
12 or more.

13 MR. SCHRIMPF: She has to be sworn in,
14 Mr. Chairman.

15 (Whereupon the witness was sworn.)

16 CHAIRMAN DONOVAN: Go ahead, please.

17 MS. MCCARTHY: Okay. First came in
18 contact with the Pinnacle Company after receiving
19 citizen complaints regarding the representatives
20 from Pinnacle going door-to-door, different
21 various citizens saying that they were told that
22 the police would either still respond or were not
23 needed to respond anymore, different various
24 complaints like that. I then - -

25 ALDERMAN PUENTE: Mr. Chair, if I may.

1 CHAIRMAN DONOVAN: Go ahead, Alderman.

2 ALDERMAN PUENTE: According to this
3 matter of, and if my off -- my memory serves me
4 correct, you got a call from my office.

5 MS. MCCARTHY: That's correct.

6 ALDERMAN PUENTE: Regarding this.

7 MS. MCCARTHY: That's correct.

8 ALDERMAN PUENTE: Oh, okay.

9 MS. MCCARTHY: From your office and --
10 and some citizens. All basically the same types
11 of complaints. I then, after talking to
12 different people, I -- I got information and I
13 got Clint Cushing's name as the regional sales
14 manager. And I did speak to him on the phone a
15 few times, told him of our -- our situation here
16 in Milwaukee. And he did advise me -- He
17 assured me that his -- his representatives were
18 not misleading people. And then I -- I did get
19 the name of Michelle Thomas from the Pinnacle
20 Company in Utah, as I wanted to talk to someone
21 right from the company in Utah and let them know
22 of the situation here in Milwaukee. And she then
23 told me that -- Let's see. That was -- She
24 told me she would relay that information to the
25 administrators of the Pinnacle Company. And

1 meanwhile, the calls continued to come in, the
2 non-verified calls.

3 And then on July 13th I spoke to two
4 people from their monitoring company. Security
5 Associates monitors the alarms for the Pinnacle
6 Company. And they call in the majority of
7 Pinnacle's calls, along with other alarm company
8 calls, and they also assured me that they were
9 going to have a conference call with their
10 monitoring center and dispatch center to address
11 the problem. But to date the Pinnacle - -

12 CHAIRMAN DONOVAN: Did you initiate
13 that contact with them?

14 MS. MCCARTHY: Yes, I did.

15 CHAIRMAN DONOVAN: So, after your first
16 phone calls to, I believe, this gentleman and so
17 on, there wasn't much of an improvement. It's
18 your - - If I'm understanding you correctly,
19 which then it became necessary to follow up with
20 additional calls. Correct?

21 MS. MCCARTHY: That's correct. And
22 that's where we are today.

23 CHAIRMAN DONOVAN: Um-hnh. And have
24 you seen any improvement?

25 MS. MCCARTHY: I can't say that I have.

1 CHAIRMAN DONOVAN: Hmm.
2 MS. MCCARTHY: Not - - Not to today's
3 date.
4 MR. SCHRIMPF: Mr. Chairman?
5 CHAIRMAN DONOVAN: Go ahead.
6 MR. SCHRIMPF: I would ask if - - if
7 Officer McCarthy has any records with her that
8 reflect her contacts with this company or the
9 complaints or calls that have come in?
10 MS. MCCARTHY: Yes, I do.
11 MR. SCHRIMPF: Could you show them to
12 counsel, please?
13 (Officer complies.)
14 MR. BARLOW: Would you mind if we
15 switched places? I mean, Miss - - Ms. McCarthy.
16 It's a pleasure to meet you in person.
17 Yes, my name is John Barlow, B-A-R-L-O-
18 W. I'm an Executive Officer of the company and
19 general counsel for about five weeks, so I've
20 been an outside law partner servicing the company
21 for about five years, but about five weeks on the
22 job.
23 These your - - Are these your notes,
24 ma'am. Is that correct?
25 MS. MCCARTHY: Yes, sir.

00008

1 MR. BARLOW: Okay. Thank you very
2 much.

3 MS. MCCARTHY: Okay. I guess I'll just
4 start from the beginning.

5 This is actually my first documented
6 note when I -- documents that I -- I spoke to
7 Chris from Alderman Puente's office, who
8 first --

9 MR. BARLOW: Sure.

10 MS. MCCARTHY: - - brought this
11 complaint to my - - to my attention. And then I
12 - - I had spoke to Clint Cushing.

13 MR. BARLOW: Right.

14 MS. MCCARTHY: Advising him of the
15 problems. I believe it was Mr. Cushing that gave
16 me Michelle Thomas' number from the main office
17 in Utah.

18 MR. BARLOW: She works in my office.

19 MS. MCCARTHY: Okay. And then on May
20 4th I left her a message to call me back
21 regarding this problem. On May 7th she called me
22 back.

23 MR. BARLOW: She did call you back.

24 MS. MCCARTHY: Right. And - - And
25 advised her of the - - the problems here in the

1 City, and -- and that was at that time when she
2 told me that she would check into it further.
3 And then on June 12th, I contacted the monitoring
4 company.

5 MR. BARLOW: Security Associates.

6 MS. MCCARTHY: Correct. And -- And
7 advised them of the problems that we were having
8 of the continued non-verified calls coming in,
9 and -- and spoke to the two women there, Leah
10 Burns - -

11 MR. BARLOW: Um-hnh.

12 MS. MCCARTHY: -- and -- and they
13 were also going to see what they could do on
14 their end to -- to stop these calls from coming
15 in. And then I also, on July 17th, spoke to Mr.
16 Cushing. I have a note here that he actually
17 called me regarding the latest negative news on
18 the news broadcasts that was --

19 MR. BARLOW: It was a competing
20 company, wasn't it? I'm not aware of any news
21 broadcasts concerning our company. I'm aware of
22 a competing company that had several news
23 broadcasts.

24 MS. MCCARTHY: Right. It -- It
25 affected the citizens -- Citizens became --

1 MR. BARLOW: More concerned, perhaps.
2 MS. MCCARTHY: -- more concerned
3 regarding all these alarm companies that were --
4 were going door-to-door.

5 MR. BARLOW: Sure.

6 MS. MCCARTHY: So Mr. Cushing had
7 called me regarding that, and wanted to assure me
8 that's how their two-way speaker-phone system
9 worked, and so forth.

10 And then, August 31st I started faxing
11 all these calls to Pam Belnar and Leah Burns from
12 the Security Associates, which is the monitoring
13 company.

14 MR. BARLOW: Do you mind if I ask if
15 those were sent to Pinnacle, as well? I haven't
16 seen those yet. I do know Pam Belnar.

17 MS. MCCARTHY: Okay. Negative. They
18 were not sent to Pinnacle.

19 MR. BARLOW: No problem. Just asking.

20 MS. MCCARTHY: And then, again, on July
21 13th I spoke to Leah Burns, a follow-up call
22 regarding the calls that were continuing to come
23 in for Pinnacle from Security Associates.

24 MR. BARLOW: Thank you.

25 MR. SCHRIMPF: And then I would ask,

00011

1 how many such calls came in, whether or not
2 citations were written?
3 MS. MCCARTHY: From Pinnacle?
4 MR. SCHRIMPF: Yes. Or attributed to
5 Pinnacle through, what's the call in, or the
6 verifying --
7 MS. MCCARTHY: Security Associates.
8 MR. SCHRIMPF: Yeah.
9 MS. MCCARTHY: 125, that were not cited
10 for, you mean. Correct?
11 MR. SCHRIMPF: And between what period
12 of time were those calls coming in, the dates?
13 MS. MCCARTHY: May 2nd, which was
14 shortly after they started canvassing the city,
15 through today's date.
16 MR. SCHRIMPF: So the last one --
17 MS. MCCARTHY: I'm sorry. Yesterday's
18 date.
19 MR. SCHRIMPF: -- will be sometime in
20 late December, early January --
21 MS. MCCARTHY: Correct.
22 MR. SCHRIMPF: -- of '08?
23 MS. MCCARTHY: Yes.
24 MR. SCHRIMPF: Okay. Mr. Chairman, at
25 some point I think it would be appropriate to

1 have the committee receive those documents into
2 the record of this proceeding. However, I want
3 to make sure that counsel has a chance to look at
4 them and - -

5 CHAIRMAN DONOVAN: Um-hnh.

6 MR. BARLOW: Thank you.

7 MR. SCHRIMPF: - - whatever. And - -

8 And we may have to have copies made for purposes
9 of the committee record.

10 CHAIRMAN DONOVAN: Um-hnh.

11 MR. SCHRIMPF: That's all I have.

12 CHAIRMAN DONOVAN: Thank you.

13 Gentlemen, let me - - Let me try and convey to
14 you, certainly my concerns, as - - as an
15 alderman. And I believe these concerns are
16 reflected in the rest of the committee members,
17 and - - and other aldermen for the City here.
18 Number one, the fact that we have a verified
19 alarm program in place here in Milwaukee, and
20 yet, consistently your company is not responding
21 effectively to those parameters. Okay. We're
22 still getting calls that are not verified coming
23 in to our police department. That needs to stop.
24 And I'm disturbed that there hasn't been
25 apparently much of an effort over the last year,

1 despite the fact that this officer finds it
2 necessary to call on numerous occasions. Quite
3 frankly, I'm disturbed that we even have to
4 employ a alarms officer like this. I'd much
5 rather have her out responding to calls or
6 preventing crime from occurring instead of having
7 to contact wayward alarm companies. But having
8 said that; That's number one, the concern.

9 Number two, the concern that I have had
10 in hearing from a number of my constituents, and
11 I know I speak for other aldermen, when they - -
12 And I've seen these individuals going door-to-
13 door, and I - - It's my impression that they are
14 young aggressive college kids. I don't think
15 they're trained too extensively. I may be
16 mistaken. If I am, please correct me. But I
17 don't think they're trained too well, and their
18 job is to make a little money before they get
19 back to school. And so you flood an area, and
20 sell for a month, and then you're out of town.
21 And, you know, we - - There's nobody locally that
22 I'm aware of, you know. I still ask - - Nobody's
23 been able to tell me why all these companies
24 exist in Utah. Something going on out in Utah
25 that I don't know what, but it just doesn't seem

1 to make a lot of sense to me. But anyway, maybe
2 you can shed some light on that - -

3 MR. BARLOW: Thank you very much.

4 CHAIRMAN DONOVAN: So I'd be interested
5 in hearing your response.

6 MR. BARLOW: Thank you very much.

7 First off, I'd like to thank Ms. Morgan. Nice to
8 meet you in person. I kind of, hat-in-hand,
9 apologize for not appearing on November 29th.
10 It's not a justification, but the letter was sent
11 to the home address of Mr. Zolman. He's not here
12 today. And had we known, we clearly wouldn't
13 have wasted your time. So apologize for that.
14 Thank the committee for a chance to come and
15 speak today. Nice to also meet Ms. McCarthy in
16 person and appreciate the concern.

17 Pinnacle is a - - is a national
18 company. We have - - We are - - Our home office
19 is there, but Mr. Cushing lives here six months
20 out of the year. We have a full time
21 representative who lives here. His name is James
22 Miller. His address is 7645 North Chadwick Road,
23 Glendale, Wisconsin 53217.

24 By way of - - of just brief - - brief
25 background, I'd like to respond specifically to

1 the concerns of Ms. McCarthy. We have 22
2 representatives in Milwaukee, and they are here
3 traditionally, as you mentioned, during our
4 summer sales program. We do sell year-round,
5 when people call through our website or
6 otherwise. But we do have 22 people that were
7 here, for example, during a four month period,
8 April to August, 2007. Mr. Cushing is personally
9 responsible for their training. They go through
10 extensive training programs at our home office in
11 Pinnacle, and then here, as well. So, we would
12 like to distinguish ourselves, and it sounds like
13 there is a larger concern with many alarm
14 companies, and I can only answer for our company
15 today.

16 But I would like to specifically
17 respond to the first responder issues. Pinnacle
18 Security had been an authorized ADT dealer, so
19 they've been our monitoring company for years.
20 And then this next year we went with someone
21 called Security Associates International. And
22 Milwaukee is, and of all the cities that we're
23 in, I mean, we're in every state in the Union,
24 but one of the cities that has this first
25 responder requirement, where instead of a burglar

1 alarm, say, someone pulls open the back door,
2 instead of it going straight to the police
3 department, which you can do in most cities
4 through my own experience in the United States,
5 we're actually aware of four cities, Milwaukee
6 being one of them, where you actually have to
7 contact a private responder service first.

8 And we were not - - When we - - When we
9 were with ADT, ADT, as - - as you log in an
10 account, say, you bought - - I bought a system, a
11 resident of Milwaukee, there's a code that gets
12 put in for each door, each window, to protect the
13 resident. When we were with ADT, they took care
14 of that programming for Milwaukee directly. And
15 when we went with Security Associates
16 International, it's not a justification, it's an
17 explanation, we were not on the same page with
18 them, that we were supposed to hard code that to
19 go to their first responder service, who is
20 someone called Securitas. And - - As opposed to
21 Milwaukee. So we had, for example, 929 of the
22 citizens of Milwaukee who purchased an alarm
23 system from us. There were 15, and I have the
24 citations - - So of the 929 there were 15 that were
25 programmed incorrectly. And it's based on the

1 notes I have, and I'm very interested in the new
2 information which appears to have been going to
3 Security Associates and not - - not to Pinnacle,
4 and - - and perhaps that's my fault for not being
5 in touch with you, even though I've been on-the-
6 job five weeks here. Maybe Clint - - I'll throw
7 him under the bus here. Maybe he should have
8 been in touch with you. But what we did is we
9 went in, and I have records of the accounts that
10 were re-programmed to take the signal away from
11 the police department that doesn't want that
12 first answer, to go ahead and go to Securitas.

13 We were under the impression that those
14 had been fixed, and they were fixed. I have 11
15 in June, one in July, and three in August for a
16 total of 15. And we're disappointed that we were
17 not aware of any other communication at Pinnacle,
18 and I understand, and completely understand why
19 you felt like you were contac - - contacting
20 Security Associates, and perhaps, they should
21 have been contacting us. But we felt like we had
22 resolved this issue. We had paid a fine of 160
23 dollars per - - And I have those here, as well.
24 Mr. Cushing filled these out personally. We paid
25 160 dollars per violation for those 15. And so

1 of the 929 we had 15 violations, which is less
2 than two - - two percent of our accounts were
3 installed incorrectly.

4 I have a list of every single account
5 that I brought with me today that I'm happy to
6 give you that shows that things are correctly
7 programmed today. I'd also like to offer - - We
8 intend to be in Milwaukee for a long time, if - -
9 if it would please the Public Safety Committee.
10 We feel like we provide an important service for
11 people that have it. We would be very concerned
12 if our license isn't renewed. We have - - I had
13 mentioned the 929. We service them on a - - on a
14 monthly basis. We answer service calls to their
15 homes, and if our license weren't renewed, I'm
16 not sure what the 929 people would do with
17 respect to service and monitoring.

18 That being the case, you need a better
19 performance out of Pinnacle. And we're here
20 today to tell you that. I want to give you my
21 card to call personally. I propose that maybe
22 Mr. Cushing, it's obviously at your convenience,
23 Ms. McCarthy, but he'd be willing to meet with
24 you weekly, monthly, whatever it is, to address
25 any outstanding concerns. We were frankly very

1 disappointed that there was a feeling among the
2 committee that we hadn't been responsive. That
3 is not what we want to be known for, and felt
4 like, based on the 15 notices that we had, that
5 we had responded, paid the fine. Our codes show
6 that they're handling normally, and I'm - -
7 Forgive me if I'm wrong, Ms. McCarthy, but I'm
8 not sure that we heard directly from you.
9 Because I think you were talking to Security
10 Associates after August. And so, we - - we'd
11 like to have that dialog. It's probably our
12 fault for not leading out with you and contacting
13 you. But we'd very much like to address what
14 might still be going on. It disturbs me, for
15 example, that you said you had some in December,
16 as well. We'd love to sit down and look at each
17 house that those came from, and look at the
18 codes. That's - - So that's how we would respond
19 to those allegations.

20 MR. SCHRIMPFF: Mr. Chairman.

21 CHAIRMAN DONOVAN: Very good. Go
22 ahead, Mr. Schrimpf.

23 MR. SCHRIMPFF: Counsel, in - - in
24 addition, the - - And I'm sure your notice
25 contained copies of this, as well. There were

1 warnings letters from the Wisconsin Department of
2 Agriculture, Trade and Consumer Protection
3 Division of March 29th, 2007, July 23rd, 2007,
4 and September 19th, 2007 regarding violations of
5 either the State Statutes or the Wisconsin
6 Administrative Code.

7 MR. BARLOW: Yes, sir.

8 MR. SCHRIMPF: What happened as a
9 result of those warnings letters? First of all,
10 has - - has the Department continued to pursue
11 any kind of civil or criminal litigation as a
12 result of any of those letters?

13 MR. BARLOW: No, sir.

14 MR. SCHRIMPF: Okay. And what was the
15 effect of those letters that I'm - -

16 MR. BARLOW: Yes. If I could respond
17 to each letter in turn.

18 MR. SCHRIMPF: Okay.

19 MR. BARLOW: I have copies of the
20 response letters sent back. I have an associate
21 general counsel. I have copies of letters that
22 were written back. The letter in March, I have
23 no record of. And the company has no - - I mean,
24 I - - I have the letter here, but we have no
25 record of responding to that. And so, I

1 apologize for that. The company just simply
2 doesn't have a record. We got it when the filing
3 was made. But then there were two other records.
4 There was the March letter and the June letter,
5 one of which we - - I could - - Would you like me
6 to address both instances, sir?

7 MR. SCHRIMPFF: And you might want to
8 provide the committee with copies of the
9 company's response.

10 MR. BARLOW: Yeah, I'd be happy to do
11 that. I only have one copy, and, Ms. Morgan, I'm
12 happy to give that to you if you're the correct
13 person. In short, there were two customers that
14 made a complaint. One was by the name of
15 Constance Janikowski, and she claimed she wanted
16 to be billed quarterly, and apparently we - - she
17 felt that we had billed her monthly. And would
18 you like copies of those? All right. I'm sorry.
19 Bear with me for one moment. So here is the
20 letter with respect to Ms. Janikowski, filed with
21 Elizabeth Howard of the Bureau of Consumer
22 Protection. And then here is our response
23 letter, and then I have a follow-up dated July
24 2nd, regarding customer Carl Lorenz.

25 Ms. Janikowski, bless her heart, felt

1 that - - that we had over-billed her, because she
2 wanted to be billed on a quarterly basis instead
3 of on a monthly basis, and so she had written in
4 a complaint into the Consumer Protection. She
5 had also made a complaint, specifically, I'm not
6 sure if she had had a - - an issue with it, but
7 her letter had a direct responder service
8 complaint, where she said apparently this company
9 is not doing it right. They need to be
10 contacting the first responder service. Her
11 second complaint was we weren't billing her
12 correctly. And with that one, when we talked to
13 her, she was dissatisfied with that. We actually
14 refunded her account. When we - - When we
15 install equipment, it costs about 600 dollars,
16 and we went ahead to make the customer happy. We
17 left the equipment with her, which is a 600
18 dollar loss to Pinnacle. And then we refunded
19 the quarterly payments, about 123 dollars to her
20 and let her out of her three year contract. We
21 felt like we had, you know, what really - - Why
22 was she disputing the monthly versus the
23 quarterly? I wasn't there. But we felt like she
24 was unhappy, and we wanted to refund her. So
25 she's been refunded, and as far as we understand,

1 she's been -- our customer service notes say
2 that she appreciated that, and she's no longer
3 our customer, but she does get to keep 600
4 dollars worth of service. She could contact ADT
5 or someone and sign that up.

6 The other one --

7 MR. SCHRIMPFF: Is the equipment
8 transferrable between companies?

9 MR. BARLOW: Yes. Yes.

10 MR. SCHRIMPFF: Or compatible between
11 certain --

12 MR. BARLOW: Not all companies.
13 Depends. GE makes equipment. Honeywell makes
14 equipment. And it depends on the different
15 monitoring companies. But there are several
16 other options out there for her. And, you know,
17 we want to make our customers happy, at the same
18 time, you know, it's a 600 dollar loss to --
19 loss to Pinnacle. But we felt that she was
20 disappointed. She continued to call us, and we
21 responded appropriately.

22 MR. SCHRIMPFF: Okay.

23 MR. BARLOW: Ms. Nicole Mueller -- Mr.
24 Cushing actually sold her account, but I'll speak
25 for him. She -- When we install a system to

1 avoid these false alarms, we put them in test
2 mode for seven days, and we tell the customer
3 that - - that basically what will happen in test
4 mode is if something, you know, someone breaks a
5 window, for example, the signal will go out to
6 our first responder service. It - - It should.
7 It does 98 percent of the time, but we need to
8 get it to 100 percent, and then they call the
9 person and say, hey, were you aware that your
10 back door is open, things like that. So that we
11 don't have too many - - That first week people
12 have a tough time getting used to their system.
13 They open doors. They offset alarms. Well, her
14 system was installed, and about two days later
15 her home was broken into while she was gone on
16 vacation. And so she called and felt that
17 Pinnacle Security didn't protect her. And we had
18 informed her that it was a seven day test, that
19 during the test period that she would not be
20 covered to the extent that what happens is the
21 call goes out to Security Associates
22 International, and then they'll call the person
23 and say, "Hey, your back door is open," in this
24 case. And if she doesn't answer, they don't call
25 the police under that situation. We tell them

1 it's a trial period, and they can -- they can
2 choose, a customer can choose shorter. If they
3 want to do it for six hours or eight hours to get
4 used to it, but she chose a week. So she called
5 dissatisfied, feeling that the system that she
6 bought should have protected her. Her letter
7 says that she doesn't fault Pinnacle for the
8 break in, but she would have -- she felt she
9 didn't understand the test. We -- Because we
10 felt badly about it, even though we didn't -- we
11 felt like we had informed her correctly, the way
12 she was buying her protection, we actually
13 refunded her about 650 dollars to pay for a TV
14 that was stolen and a stereo. And we also let
15 her out of her contract and left her with the
16 equipment. So I think Pinnacle does have a
17 record, and I can't respond to that first letter,
18 and I apologize, I'd be happy to -- to look that
19 up. But with the -- the two complaints that I
20 am aware of, not only did we respond, I felt that
21 Pinnacle went above and beyond its legal duties
22 to try to satisfy the customer, even to refunding
23 a TV and a stereo when -- during the test
24 period. So that's how I'd respond to those three
25 complaints, and I'm not aware of any others. If

1 there are, I'd be happy to look at them and --
2 and obviously address them.

3 MR. SCHRIMPFF: Then just to follow up.
4 On your questions. Are the customers aware of
5 the fact that Pinnacle is not going to be
6 responding in the event an alarm goes off, but
7 that there's going to be some other company
8 that's going to be responding, and do they know
9 who that company is?

10 MR. BARLOW: They do. On the contract
11 -- I'd be happy to provide the committee with a
12 copy of the contract. There are actually seven
13 -- To ensure that customer understands, there
14 are seven yes or no questions that get answered
15 on each contract. And they have to -- The
16 customer has to circle yes or no to confirm that
17 very fact. And one of them is that they are
18 monitored by a company called Security Associates
19 International. In addition, we do a welcome call
20 to make sure that -- Not that -- Not that a
21 sale -- I wouldn't disparage your sales force at
22 all, Mr. Cushing, but just to make sure that our
23 sales force are acting appropriately, we have a
24 back up welcome call that's recorded. I have the
25 wave files for each one of those, where we ask

1 again, did the sales rep ask you personally, the
2 seven yes or no questions to confirm that they
3 understand, among other things, that they're
4 monitored by Security Associates International.
5 So they're told that, yes, you will be -- a
6 signal will be sent to Security Associates.
7 Pinnacle is not a monitoring company. And that
8 in the event that they send the monitoring
9 service to your house, confirm that perhaps a
10 burglary is taking place, that's when the police
11 should be contacted. So that's how I'd respond.

12 MR. SCHRIMPF: And then, does -- At
13 -- At the point in time that Security
14 Associates, for example, contacts the Milwaukee
15 Police Department, are they authorized or
16 permitted to use the name, Pinnacle, in telling
17 the Milwaukee Police Department that this is an
18 alarm through Pinnacle, so that is that how the
19 Milwaukee Police Department picks up Pinnacle in
20 this thing?

21 MR. BARLOW: You know, I wouldn't -- I
22 wouldn't be opposed -- I'm not aware of any
23 contractual obligation to inform or not to
24 inform. I wouldn't mind. Frankly, I'd like to
25 know. I don't know if Ms. McCarthy could speak

1 better to that than - - than I could. But I
2 would - - I would hope that they would. I mean,
3 if there's an emergency, I hope they're not
4 talking about, you know, who it is specifically
5 and let's address later, but that would be great
6 with us if they were able to reference who we
7 are.

8 MR. SCHRIMPF: How - - Ms. McCarthy,
9 how does the call come in to you folks?

10 MS. MCCARTHY: It comes in both ways.
11 Most of the time Security Associates will call in
12 the calls for who they're calling for, Firstline,
13 Pinnacle. Sometimes they just call in and - -
14 and their operators say, "SAI."

15 MR. SCHRIMPF: And what's SAI.

16 MS. MCCARTHY: Security Associates
17 International.

18 MR. SCHRIMPF: I see.

19 MS. MCCARTHY: And then for me to find
20 out who they're calling for, I actually have to
21 call back SAI and say, "Who are you calling in
22 for?"

23 MR. BARLOW: If - - If I may, also, on
24 Security Associates. They're - - They're a
25 longstanding company. The founders of it used to

1 be at ADT. So, I mean, the best in the business.
2 However, I will say we have just a one year
3 contract with them, and we've been reviewing.
4 It's our responsibility, because they're our
5 customers. But we use them through a monitoring
6 company, and we're pretty reliant when we program
7 on them to effectuate correctly to notifying you,
8 and, you know, just so you know we're doing our
9 own internal thought on whether we made a good
10 decision going with Security Associates
11 International. They're a national company.
12 They've been in business for, you know, a decade.
13 They came from ADT stock. I'm not saying that
14 there is anything wrong with Security Associates
15 International, but I will tell you that we want
16 to make sure that that relationship works well
17 with our company so that we're not sitting in
18 meetings like this, and that we're, you know,
19 addressing the customers that, you know, are
20 happy and that want to be protected. And so I
21 just mention that as a -- an internal review
22 process that we look at. We're not throwing our
23 hands up and saying, hey, it's our monitoring
24 company's job. We see it as our job as a sales
25 force to continue to make sure our customers are

1 - - are happy.

2 MR. SCHRIMPFF: Mr. Chairman, I would
3 simply ask that the contents of Ms. McCarthy's
4 file be received by the committee. The - - The
5 warning letters that were referenced be received,
6 the response by Pinnacle to the Wisconsin
7 Department of Agriculture be received, and was
8 there anything else that was part - -

9 ALDERMAN PUENTE: So moved.

10 CHAIRMAN DONOVAN: Yeah, Alderman
11 Puente would move that all of the letters,
12 warnings letters, response from Pinnacle, also
13 copies of the reports from Officer McCarthy be
14 included in the file. And hearing no objections
15 so ordered. Did you have anything else, Mr.
16 Schrimpf?

17 MR. SCHRIMPFF: I have nothing else at
18 this time, Mr. Chairman.

19 ALDERMAN PUENTE: Mr. Chair.

20 CHAIRMAN DONOVAN: Go ahead, Alderman
21 Puente.

22 ALDERMAN PUENTE: Sir, when you
23 referenced you have over 900 customers in the
24 City of Milwaukee - -

25 MR. BARLOW: Yes, sir.

1 ALDERMAN PUENTE: And there was a
2 handful of them, 15, was that the number you
3 used?

4 MR. BARLOW: Yeah.

5 ALDERMAN PUENTE: That you were having
6 problems with? Is that correct? Is that - -

7 MR. BARLOW: Yes, we have - -

8 ALDERMAN PUENTE: - - what you're
9 trying to tell me?

10 MR. BARLOW: Yeah, what I have, of the
11 929, there were 15 citations for incorrect
12 programming in the - - in the system, and I have
13 a list of those, and they've been correctly
14 programmed. And that's - - It's not a
15 justification, it's an explanation of what
16 happened. There was confusion between Pinnacle
17 and Security Associates International, because of
18 Milwaukee's first responder ordinance. And these
19 were at the beginning of the summer is my
20 understanding, and then those were fixed later.
21 Yes, sir.

22 ALDERMAN PUENTE: But - - But then you
23 are aware there's 125 other - -

24 MR. BARLOW: I was not aware of that
25 until that was mentioned at - - at this meeting,

1 and I would be very interested in knowing - -

2 ALDERMAN PUENTE: Oh. Oh, okay.

3 MR. BARLOW: - - what they are and
4 where they are, and I can address that.

5 ALDERMAN PUENTE: Okay. Yeah, if
6 you're not aware of it, then I'm sure you can't
7 address it at this time.

8 MR. BARLOW: We'd be very interested in
9 receiving that information, though.

10 ALDERMAN PUENTE: Officer, the
11 complaints that you have of approximately 140, 15
12 and 125, are they all from the same location,
13 same area? Is there anything definitive about
14 them that would say there's a problem at - - Did
15 you get ten calls from one house like, as an
16 example?

17 MS. MCCARTHY: No, they're from various
18 locations throughout the City.

19 ALDERMAN PUENTE: Have you seen the - -
20 that they are repeated from a house? If - - If
21 you had a false alarm or they didn't respond
22 first, and you brought it to somebody's
23 attention, did it happen again?

24 MS. MCCARTHY: Some of them are repeat,
25 but most of them are - - are not.

ALDERMAN PUENTE: Okay. All right.
Thank you, Mr. Chair.

CHAIRMAN DONOVAN: Thank you. Any other questions or comments by committee members?
Alderman Hines, did you -- did you want to comment?

ALDERMAN HINES: Not at this one.

CHAIRMAN DONOVAN: Okay. Thank you.

ALDERMAN WITKOWSKI: Mr. Chair.

CHAIRMAN DONOVAN: Go ahead, Alderman Witkowski.

ALDERMAN WITKOWSKI: You're a nationwide corporation?

MR. BARLOW: Yes, sir.

ALDERMAN WITKOWSKI: You have 929 customers in Milwaukee. How many do you have in the State of Wisconsin?

MR. BARLOW: I have to get that number for you. Do you know -- Do you know that, Clint?

MR. CUSHING: Last year we had approximately 1200. Well, in 2007 we had approximately 1600 new customers added in Wisconsin, and the year prior, which was the first year Pinnacle had been here in probably

1 five or six years, we had an additional 1300
2 customers. So right now we probably have - -

3 MR. BARLOW: 2800.

4 MR. CUSHING: Yeah, about 2800
5 customers in Wisconsin.

6 ALDERMAN WITKOWSKI: But you don't have
7 an office in Wisconsin?

8 MR. BARLOW: We do have an office in
9 Wisconsin. That was the address that I gave you
10 earlier, and the gentleman's name and his
11 address. Would you like me to give that to you
12 again?

13 ALDERMAN WITKOWSKI: So it's his home
14 address?

15 MR. BARLOW: Yes.

16 ALDERMAN WITKOWSKI: That's your
17 office?

18 MR. BARLOW: Yes. He's - - He's our
19 technician who is here to handle the service
20 calls. Pinnacle is - - is a year-round company,
21 but primarily focuses during the summer months,
22 which is absolutely correct. And Mr. Cushing
23 lives here six months out of the year in mainly -
24 - What - - What are those months, Clint, you're
25 usually here?

MR. CUSHING: Primarily from April to the end of September, we work here, when it's not so cold. And when it - - And the rest of the year we - - we generate business from referrals, people just calling the number off of our signs, who call in and ask to have an alarm installed. And so that's - - Business slows down, primarily in the wintertime.

ALDERMAN WITKOWSKI: So your promotion is sales. You're not service.

MR. CUSHING: No, we do service. We -
- We service all our customers. And so we have
- - I - - I manage the sales reps.

ALDERMAN WITKOWSKI: Do you have 22 people to service people?

MR. CUSHING: No.

ALDERMAN WITKOWSKI: No.

MR. BARLOW: The service -- It takes a lot more people to sell than to service. Service calls, despite, you know, the testimony today are a small fraction of the customers that we have. And so we have a full time service technician who lives here and handles all those, you know, hey, something's wrong. Can you come out and check? There's a faulty switch on my door. And that

1 person is here year-round. The 22 that I
2 referenced, excuse me, were salespersons, and
3 then we usually have a two to one ratio,
4 salesperson to technician. So the number I gave
5 you is a little bit misleading. We had about 20
6 salesperson and about ten or so technicians that
7 are more savvy at, you know, screwing things to
8 the walls than - - than Clint is.

9 ALDERMAN WITKOWSKI: So I can find that
10 in the Yellow Pages?

11 MR. CUSHING: We - - We were listed in
12 the Yellow Pages this year, yeah. And - - And
13 that was where our - - What happens is in the
14 summertime while we're here we pick a location.
15 We lived off of Fountain Avenue in northern
16 Milwaukee this last Summer. That was the best
17 location for our business. And so, like every
18 year it's different. We may have a more - - more
19 employees next year, 25 to 30 sales reps if our
20 license is approved again. And we may live in
21 southern Milwaukee, where it's - - where it's an
22 area that we'd like to target more. But, so, the
23 permanent address would probably be just the
24 address of the - - the technician who is
25 servicing those accounts right now. It's a full

1 time employee of Pinnacle.

2 ALDERMAN WITKOWSKI: And the City of
3 Milwaukee Police Department has that person's
4 name, address and phone number?

5 MR. BARLOW: They should. We have - -
6 I think, believe we have the necessary licenses,
7 and I'm happy to give you those - - those license
8 numbers. I'm happy to confirm that for you, if
9 you don't have that address, be happy to do so.

10 ALDERMAN WITKOWSKI: I guess I'm more
11 interested in the - - in the service part. As I
12 hear 140 calls, costing the City of Milwaukee
13 money, while you make money, I guess that doesn't
14 make me too - - too happy. I heard you say that
15 you didn't want to think that - - didn't want us
16 to think that you're not responsive, and quite
17 frankly, coming into this I thought you were not
18 responsible, let alone responsive.

19 MR. BARLOW: I'm sorry - -

20 ALDERMAN WITKOWSKI: Our option is take
21 away the license.

22 MR. BARLOW: I'm sorry. I
23 misunderstood you. Would you mind just saying
24 that again? I didn't - - I didn't hear that
25 correctly. I'm sorry.

1 ALDERMAN WITKOWSKI: Coming into this
2 meeting, well, here you said today that you
3 didn't want to be not responsive.

4 MR. BARLOW: Yes, sir.

5 ALDERMAN WITKOWSKI: Appear to be not
6 responsive. And I - - Based on 140 incidents
7 here in the City of Milwaukee, it looks like
8 you're not responsible as opposed to not
9 responsive. How long is a contract with a
10 customer?

11 MR. BARLOW: Most contracts are for a
12 three year term. And might I ask, for
13 clarification, I'm not sure I understand what
14 that number, 140, calls is. Is that - - Is that
15 calls to the police department that didn't go to
16 Security Associates International? Is that a
17 customer who may or may not be happy for a
18 legitimate reason? Can you help me understand
19 what that number is? I'm not sure I know what
20 that number is that you're referring to.

21 ALDERMAN WITKOWSKI: Officer, do you
22 want to respond?

23 MS. MCCARTHY: Those are non-verified
24 burglar alarm calls that came into the City of
25 Milwaukee where customers thought they were

1 getting someone to respond to their alarm. And
2 actually, we don't respond to those.

3 MR. BARLOW: So it's a customer, if I
4 may, it's a customer calling the police saying I
5 thought that the police was going to come out and
6 check, as opposed to Security Associates?

7 MS. MCCARTHY: No, it's - - It's your
8 monitoring company calling in on your behalf.

9 MR. BARLOW: Oh, it's the monitoring
10 company calling you, saying - -

11 MS. MCCARTHY: Saying Pinnacle has this
12 burglar alarm at this location, and it's not
13 verified.

14 MR. BARLOW: When you say "not
15 verified," can you help me understand that?

16 MS. MCCARTHY: There is no - - The
17 Municipal Ordinance requires a private first
18 responder to respond to verify burglar alarms?

19 MR. BARLOW: Oh, so you're - - Just - -
20 Thank you very much. So what you're saying is
21 that when Security Associates calls you, they're
22 saying we haven't verified?

23 MS. MCCARTHY: Right. They're calling
24 in an alarm that has not been verified yet.

25 MR. BARLOW: Okay. That - - That - -

1 That surprises me, because they're the ones that
2 do the verifying. That company that -- Security
3 Associates International is the company that goes
4 ahead and verifies the calls. I don't know what
5 the ratio would be of, you know -- Do you know
6 of any of those 140 calls, whether they were
7 actual crimes that took place that Pinnacle was
8 able to assist the citizens of Milwaukee?

9 MS. MCCARTHY: I can't think of one
10 that was verified, off the top of my head right
11 now.

12 CHAIRMAN DONOVAN: Let me ask you this,
13 if I may, Alderman, just very quickly. Who is
14 your first responder company?

15 MR. BARLOW: The company is called
16 Securitas, S-U-C -- Excuse me -- S-E-C-U-R-I-T-
17 A-S. And they're actually a subcontractor of
18 Security Associates International. So they're
19 not controlled by us, but absolutely, they are a
20 business partner in the sense that Security
21 Associates International hires them to go out and
22 look, and -- and I will definitely look in --
23 Frankly, there's a disconnect, because Security
24 Associates International is the one that's
25 supposed to be primarily responsible to make the

1 verification before they call you. And so if
2 they're calling you, there's a -- there's a
3 disconnect somewhere, because in my mind, as I
4 sit here, they're the ones that are supposed to
5 verify. And so, I wasn't aware of that -- of
6 that number, and I will personally look, you
7 know, look into that. It's, again, I think the
8 reason why they're coming through is because we
9 had that miscommunication in the summer, there
10 were 15 accounts that I'm aware of, and I assume
11 the City was aware of, because we received
12 citations for them. And if there are new ones,
13 we'd like to know, that were misprogrammed. And
14 I have a list of every single customer that has
15 the code now that shows that they're correctly
16 programmed, and if -- and if there's a problem,
17 we would hope that you would be kind enough to
18 inform us of it, so that we can address it. We
19 think that, you know, of the 927 for this summer,
20 you know, there were, you know, what, about 910
21 -- 912 customers who were happy, were getting
22 service, who were being protected, and who aren't
23 unhappy. And at the same time we are -- are
24 very concerned about the fact that you're having
25 to spend your time with this. You should be

1 doing other things, and we, again, I'd welcome
2 the opportunity for myself or for Mr. Cushing to
3 meet as often as you'd like to go through
4 whatever issues are outstanding. We want to fix
5 whatever problems are out there, and would
6 respectfully request that you give us the
7 opportunity to do so.

8 ALDERMAN WITKOWSKI: Mr. Chairman.

9 MR. SCHRIMPFF: Mr. Chairman. Oh, are
10 you done?

11 ALDERMAN WITKOWSKI: No, I wasn't.

12 CHAIRMAN DONOVAN: Alderman, go ahead,
13 continue.

14 ALDERMAN WITKOWSKI: The - - How many
15 alarms were verified that were called in to the
16 police department?

17 MR. CUSHING: I didn't get that number.
18 Could I - - Can I ask what - - Ms. McCarthy
19 maybe can shed some light - -

20 ALDERMAN WITKOWSKI: I guess I got a
21 little problem that you got to ask the police
22 department what was verified.

23 MR. BARLOW: No, he wasn't asking - -

24 ALDERMAN WITKOWSKI: You're the company
25 providing this service. Are you selling or are

1 you providing service? Because if you're selling
2 and not providing service, you are really doing a
3 disservice to the citizens of Milwaukee here. I
4 -- I should be able to ask you how many alarms
5 were there in Milwaukee that you -- that you
6 verified and found a problem.

7 MR. BARLOW: He was asking a separate -
8 -

9 ALDERMAN WITKOWSKI: Or that you went
10 out and found no problem.

11 MR. BARLOW: Yeah.

12 ALDERMAN WITKOWSKI: But I'm not
13 getting that.

14 MR. BARLOW: I apologize. He was going
15 to ask a separate question.

16 ALDERMAN WITKOWSKI: I'm - - My - - My
17 hostility is not only towards him.

18 MR. BARLOW: That's fine. I was just
19 referring specifically to his comment to Ms.

20 McCarthy right there. We are a company who
21 partners with SAI.

22 ALDERMAN WITKOWSKI: Are you the
23 company with the license in the City of

24 Milwaukee?

25 MR. BARLOW: We have a license - -

1 ALDERMAN WITKOWSKI: And you have
2 control over?
3 MR. BARLOW: Yes, our license number is
4 P045037. We have a license to sell. We do not
5 have a license to monitor. There are all kinds
6 of companies out there. And the company that has
7 a license to monitor is the name, Security
8 Associates International. We're - - We're a
9 sales-arm for them.

10 ALDERMAN WITKOWSKI: So let me ask you
11 this. If we - - If we take away the license
12 today.

13 MR. BARLOW: Yes, sir.
14 ALDERMAN WITKOWSKI: Will all the
15 customers get service because somebody else
16 services them and not you?

17 MR. BARLOW: They will receive - - They
18 will not receive to their home, service. So in
19 other words, if a customer called and said I need
20 a technician to come to my home to service it,
21 the answer is no. Every one of those 927 would
22 lose it. Would they receive monitoring service
23 from Security Associates International? They'd
24 have to enter into a - - I guess they'd have to
25 call them and enter into a separate contract.

1 Right now, their contract's a three-party
2 contract between Pinnacle, between the customer
3 and between Security Associates International.
4 And so, I guess it's possible that they could
5 call Security Associates International and do a
6 contract. I wouldn't -- I wouldn't doubt that
7 Security Associates International would be happy
8 to -- happy to have them, but then Security
9 Associates International is going to have to find
10 a company like Pinnacle on the ground day-to-day
11 that can go to homes and to, you know, find out
12 if something's come off the wall, if a sensor's
13 not working.

14 ALDERMAN WITKOWSKI: So, indeed, your
15 company sells but doesn't service then.

16 MR. BARLOW: I would take issue. We -
17 - If you say service mon -- Do you mean
18 monitoring when you say "service." You're
19 absolutely right. And I would agree with you 100
20 percent. If you say we don't service, we - - we
21 provide 90 days of free service. A customer can
22 call any time they want in the first 90 days.
23 We'll come out there free of charge and fix
24 whatever they have. After that 90 days, similar
25 to Dish Network or DirectTV or whoever, we'll

1 charge a minimal fee to send someone out to their
2 house to charge it. So we have a very extensive
3 service program with respect to our equipment.
4 But as far as monitoring, no, sir, we are not a
5 monitoring company.

6 ALDERMAN WITKOWSKI: So it's an
7 accurate statement then that the Pinnacle Alarm
8 Company does not provide service to citizens in
9 Milwaukee.

10 MR. BARLOW: I would -- I would
11 disagree with that. We don't provide -- We're
12 not the primary responsible party to provide
13 monitoring service. We do provide extensive
14 service to a customer's home with respect to the
15 equipment, but, no, sir, we're not the monitoring
16 company.

17 ALDERMAN WITKOWSKI: So you sell the
18 service, but you don't perform the service.
19 That's somebody else's job.

20 MR. BARLOW: It's our -- It's our
21 partner's job, Security Associates International.
22 But we -- we have a responsibility to work with
23 them to be effective.

24 ALDERMAN WITKOWSKI: And when -- When
25 a person enters in this three month or three year

1 agreement, what is the fee per month?

2 MR. BARLOW: It depends on how many
3 sensors they get. If they want - - There's all
4 kinds. The technology is really getting quite
5 good. Whether it's wireless or whether it's
6 hard-wired. Usually 39 dollars and 99 cents is
7 our standard fee. You can upgrade, get all kinds
8 of bells and whistles if you want, up to, you
9 know, 50 or 60 dollars a month. But there are
10 very few people that pay less than 39 dollars a
11 month, sir.

12 ALDERMAN WITKOWSKI: So will you be
13 able to provide us information as to how many
14 alarms were serviced by your company here?

15 MR. BARLOW: I could. I don't have the
16 information today, but I'd be more than happy to
17 work with Security Associates and find out how
18 many alarms came in.

19 ALDERMAN WITKOWSKI: Because I would
20 expect if an - - an alarm company is licensed in
21 Milwaukee, they should know that and be able to
22 answer a committee's questions.

23 MR. BARLOW: I apologize, I didn't have
24 that information. That's - - That's something I
25 should have brought to this hearing. I

1 apologize.

2 ALDERMAN WITKOWSKI: Because how big
3 your sales staff is is not what we're interested
4 in. We're interested in what are you doing for
5 the citizens, what are you doing as a - - a
6 licensed company here? Are you giving service?
7 Are we bearing the load for you and working for
8 you?

9 MR. BARLOW: Again, I apologize for not
10 bringing that information. I would be happy to
11 provide it at a later date.

12 ALDERMAN WITKOWSKI: That's all, Mr.
13 Chairman.

14 CHAIRMAN DONOVAN: Thank you, Alderman.
15 What I'd like to, or the message that I'd like to
16 convey to you gentlemen, and - - and let me just
17 explain where we're at here. There are a number
18 of companies that their approval of their license
19 is in jeopardy. Okay. I think I speak for this
20 committee when I say yours is one of them.

21 MR. BARLOW: Um-hnh.

22 CHAIRMAN DONOVAN: We held a number of
23 those companies in Council. The decision that is
24 going to be made on whether to approve their
25 licenses or not will be made on the 15th of this

1 month, okay. We will be receiving a written
2 report from these companies, some today, but the
3 rest prior to the 15th, as to what steps they are
4 planning on taking to serve the citizens of
5 Milwaukee better, more effectively, and to ensure
6 to us, as a committee, that - - and to the rest
7 of the aldermen, that these problems that we've
8 been going through, with your company and others,
9 will cease, at least the vast majority of the
10 mistakes.

11 So, what I am asking of you is to
12 provide this committee, prior to the 12th of
13 January, a written report as to what steps your
14 company is going to be taking, beginning
15 immediately, to ensure that these unverified
16 calls do not come in anymore to the Milwaukee
17 Police Department, at least 99 percent of them.
18 Obviously, there's going to be one or two, but
19 not 140, I think, was the figure that we were
20 talking about. And I'd like you to, in addition,
21 ensure to us that all fines have been paid up.
22 That needs to be a part of your written report to
23 us. And sort of an outline of what your - -
24 ensure us that the salespeople for your company
25 will not in any way be misleading our citizens as

1 to what services you're going to be providing and
2 what services you will not be providing.

3 MR. BARLOW: Sure.

4 CHAIRMAN DONOVAN: So with that, are
5 there any additional comments from committee
6 members as to what you would like to see in that
7 written report to us prior to the 12th? So with
8 that, I'm going to - - Alderman Puente's going to
9 move that this item move on to the Council
10 without a recommendation at this point from the
11 committee, and it will be dealt with on the 15th
12 with the other companies that - - alarm companies
13 that we're dealing with at that time. That will
14 be the first, I think it will be the first item
15 that will be taken up right after the beginning
16 of the meeting.

17 MR. BARLOW: Respectfully, I have a
18 court hearing on January 15th. Is there any way
19 possible to have a later date or an earlier date
20 on when we could do that? It's a - - a trial
21 that's been scheduled for some time. I apologize
22 that date's not available to me.

23 CHAIRMAN DONOVAN: I don't - - No.
24 We're not going to change the Council if that's
25 what - - I don't think your presence - - You

1 won't have an opportunity to speak, anyway, at
2 that Council.

3 MR. BARLOW: Oh, excuse me.

4 CHAIRMAN DONOVAN: Okay. The decision
5 will be made then. It's up to you to get your
6 information to all of us prior to that.

7 MR. BARLOW: Um-hnh.

8 CHAIRMAN DONOVAN: And feel free to
9 contact my office if - - if any issues, prior to
10 the 15th.

11 MR. BARLOW: Will any - - the presence
12 of anyone be required, or would it be helpful on
13 the 15th from Pinnacle Security?

14 CHAIRMAN DONOVAN: I would suggest that
15 somebody be there, yeah.

16 MR. BARLOW: Okay.

17 CHAIRMAN DONOVAN: Yeah.

18 MR. BARLOW: Thank you.

19 CHAIRMAN DONOVAN: And so with that,
20 Alderman Puente would move that this move forward
21 with no recommendation to the Council, and
22 hearing no objections, so ordered. Thank you.

23 MR. BARLOW: We thank you for your
24 time.

25 MR. CUSHING: Thanks.

00052

* * * * *

1
2
3
4 STATE OF WISCONSIN)
5)
6 MILWAUKEE COUNTY)
7

8 I, JEAN M. BARINA, of Milwaukee Reporters
9 Associated, Inc., 5124 West Blue Mound Road,
10 Milwaukee, Wisconsin 53208, certify that the foregoing
11 proceedings is a full and complete transcript of the
12 testimony taken in the foregoing proceedings.

13
14
15
16
17
18

JEAN M. BARINA
Court Reporter

20

21

22 Dated this day of January, 2008.

23

