



## **Media Communications Advisory Board Meeting Minutes - 2/8/2016**

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Peter Kuhn, Jim Kravitz, Portia Waller, Carla Showell-Lee, Greg Waks, Don Herbert, Eileen Rodrique

Guests: Chiefs Nolan and Waters

6:00PM, Meeting called to order by Howard Hoffman

- I. Pledge of Allegiance**
- II. Approval of January 2016 MCAB Minutes with revisions**
- III. Emergency Notifications**
  - a. Opening comments from Chiefs**
  - b. Chief Nolan & Waters –**
    - i. We only communicate immediate danger to residents. Reading over the board's summary from the ice storm and traffic car pileup on I-76 it is defined as catastrophic and that was not considered either dangerous or catastrophic which posed an immediate danger.
    - ii. Traditionally Chief Nolan notifies the Township Manager of significant events
    - iii. Both parties try to stick to targeted information that requires action by residents vs. miscellaneous information that is more along the lines of a public service announcement.
    - iv. Let's encourage citizens to use what we have available such as ReadyMontCo/Everbridge - <http://readymontco.org/>
    - v. The township currently does not receive notification from the state regarding Interstate 76. They needed our assistance that Sunday morning so we were notified per Chief Waters due to accident assistance requested. Chief Nolan found out through the news and walking outside of his home.
    - vi. Chief Nolan explained major crimes with news coverage in the township are reported to the Township Manager but may or may not be communicated to citizens depending on time of day/day of the week and if it poses an immediate threat or is just superfluous information.
    - vii. Chief Waters offered to attend a future meeting to explain the Emergency Operations Plan the township has in place.
    - viii. Chief Nolan offered to try and work with PENNDOT and Leslie Richards to improve the communication protocol.

- ix. Pete introduced Nixle to the Chiefs and explained a use case scenario in which he uses it for real time monitoring of the neighborhood around his home in New Jersey. He went on to explain it is opt in.
- c. The Board would like to market the signup on ReadyMontco to residents as we currently have low enrollment in the township. We can use the LED message board as well as the weekly email newsletter.
- d. We will continue this discussion in the March meeting.

**IV. LED MESSAGE BOARD UPDATE – Carla Showell-Lee and Don Herbert**

- i. Carla informed us that Advantage LED asked for a settlement
- ii. Howard suggested \$5,000 and we close this matter
- iii. Don is going to compile a list of components so we know the make and model if we need to order parts in the future
- iv. The board decided to leave the faux brick as is
- v. Don is going to investigate how we can test the FEMA alerts and which alerts will come through on the sign

**V. UMGA – TV Update – Don Herbert**

- a. Don provided a 2016 programming update on a new show idea pitched by a township resident. It would provide senior insight for recently retired seniors navigating medicare/Medicaid and hosted by the resident Tom Stanbach.
- b. Don is going to investigate if we can have the snow removal update broadcast in real time during a snow storm.
- c. The board learned the TV site crawl is fed from the RSS feed on the township website.
- d. Don is going to work with Carla to produce an updated show with emergency procedures and where the townships can check up to date information which will air during weather events.

**VI. Comcast Agreement**

- a. No update and no new meetings have taken place on this topic. Howard will follow up.

**VII. Staffing for the Media Communications office**

- a. The Board supports a part time position and a paid intern position to work up to 29 hours a week each and assist Carla with social media, administrative duties and other projects as assigned.
- b. Portia and Howard are going to assist Carla with the job descriptions.

**VIII. TOWNSHIP WEBSITE SUB-COMMITTEE – Carla Showell-Lee**

- a. No update. There is \$20K in the 2016 Township Budget to revamp the Upper Merion Township Website.

Meeting adjourned at 8:30PM