

Media Communications Advisory Board Minutes – January 9, 2017

Attendance H. David Rassbach, Howard Hoffman, William Carroll, Jim Kravitz, Portia Waller, Blake, Holden, Allison Pimm, Don Herbert, Greg Waks
Pledge

Voting of new positions

Rassbach nominated as Temporary Chairman

Hoffman was nominated by Jim Kravitz, approved unanimously

Blake Holden was nominated by Mr. Hoffman to the position of Secretary, approved unanimously

MCAB Minutes

LED/Static Community Center Sign Update

- Don Herbert briefed board on status of static sign for community center
- Hoffman and Kravitz raised the question about a one year warranty
- Hoffman asked for sign makers creative/ideas
- The Board needs clarification on the spec of the sign quotes
- Hoffman raised the point that at \$19,000, does the community center have what they need as far as digital signage

Location of LED Signage elsewhere in the community

- Discussed potential locations for new signage
- Don will contact Loeper about property at Church and Henderson Roads
- Don will look into Baxter field

Township Lines Update

- Pimm updates the Board on the use of postcards in the P&R newsletter
- Rassbach raised the question about contacting the BID about advertising
- Hoffman feel we should move forward with Homer on a short term basis
- Vote on 1 year agreement on moving forward. Passed vote

Web Site Update

- Pimm presented Rassbach's notes/comments, received revised agreement from New Concepts Online, Inc.
- Pimm has presented agreement to with notes to Board for approval.
- Board voted on proceeding with reflected changes, approved

New Business

- MCAB Meeting dates for 2017
 - October meeting move to the 16th
- Pimm/Vattimo will work along with Don Herbert to refine 2017 goals
- Pimm would like to see more media on social media, working on smaller packages for that useage

*** Don informed the Board that the township won 4 PSATs awards

8:32 - Hoffman moved to adjourn... Rassbach seconded. Adjourned.