

## **Media Communications Advisory Board Meeting Minutes - 5/8/2017**

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Jim Kravitz, Portia Waller, Pete Kuhn, Allison Pimm, Don Herbert, Greg Waks

7:00PM, Meeting called to order by Howard Hoffman

- I. Pledge of Allegiance**
- II. Review, edit and approve January and April minutes**
- III. Comments from Chairman**
- IV. Website Design**
  - a. Review of two color scheme designs for the homepage
  - b. The Board preferred a blue background on the homepage main menu bar across the top vs. white which was whitewashed.
- V. Township Lines Discussion**
  - a. There is a deficit between the cost to print and the ad revenue of approximately \$3,000
  - b. There are two options: Hold the publication or split it into two issues and adjust the budget
  - c. The Board recommends we move forward with the two issues (Summer and Fall) and split the budget
- VI. Community Center Sign**
  - a. The decision on whether the community sign should be static or digital is with the Community Center Board to vote and decide.
  - b. The Board of Supervisors will have the final call
- VII. Continued Discussion of Citizen's Survey**
  - a. David Rassbach consulted Franklin & Marshall on how they conduct resident surveys so as to match township demographics.
  - b. Berwood Yost, Center for Opinion Research at Franklin & Marshall estimated a fee of \$15,000 - \$25,000 using approximately the same sample size (400 - 450) that was completed for the 2002 and 2007 resident surveys.
  - c. The Board recommends continuing the discussion and considering both an online survey as well as a traditional phone survey.
- VIII. Update on Welcome Packet to new residents**
- IX. Adjournment - Meeting ended at 8:50 pm**