

Media Communications Advisory Board Meeting Minutes - 4/10/2017

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Jim Kravitz, Peter Kuhn, Allison Pimm, Don Herbert

Guests – GlenAnne Chabala

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

- I. Pledge of Allegiance
- II. Discussion of Citizen Phone Survey
 - a. Approval on doing phone survey will not be easy
 - b. Telephone survey is proactive to better target and focus on township residents
- III. Website Design Discussion
 - I. Two options and color combinations were discussed
 - II. Board recommended removing the calendar from the homepage
- III. Joint Meeting Planning
 - a. Community Center Sign Discussion – Don to present sign options
 - b. Cable Franchise Fees – Bill
 - c. Social Media – Allison
 - d. Township Lines - Allison
 - i. New Branding from website will be applied to Township Lines
 - e. eNewsletter – Allison
 - i. 2600+ subscribers
 - ii. Most viewed on mobile devices
 - iii. New vendor selection in June will be more mobile friendly
 - iv. New branding of website will be applied to eNewsletter
 - f. Information Portal – Don
 - g. Vimeo Video Channel – Don
 - h. Website Redesign – Allison
 - i. Touch on 2 -3 benefits of the website
 - i. PSATs Awards – 2nd place Spotlight Series
 - j. Compilation Video – Don
- IV. King of Prussia Living Magazine salesperson approached PIO regarding a new publication in the township
- V. Adjournment - Meeting ended at 8:51 pm