



**UPPER MERION TOWNSHIP  
MEDIA COMMUNICATIONS ADVISORY BOARD**

**MEETING MINUTES**

From: Monday, March 12, 2012 (7:00 pm)

By: Jerry Denick (MCAB Secretary)

**Board Members**                      **In Attendance Y/N**

David Rassbach (Chairman) -----	Y
Howard Hoffman (Vice Chairman) -----	Y
Jerry Denick (Secretary) -----	Y
Bill Carroll -----	Y
Jim Kravitz -----	Y
Jeff Pasquale -----	Y
David Mrochko (Staff - Liaison) -----	Y
Greg Waks (Supervisor - Liaison) -----	Y

**Additional Attendees:**

Don Herbert, TV Services. . . . . Y

I      **Pledge of Allegiance**

II      **Approval of Minutes from Previous Meeting**

The minutes from the meeting held on January 9, 2012, were distributed and were approved unanimously. There were no minutes for February's meeting since no business was conducted due to a lack of a quorum.

III     **Comments from the Chairman**

Chairman Rassbach thanked Ed Higgins for his 13 years of employment as PIO for the township.

IV     **Reports**

A.    **Ed Higgins retirement**

David, along with the MCAB membership, commented briefly on the retirement of Ed Higgins and questioned David Mrochko, Ed's temporary replacement, as to the state of things from the staff perspective, now that the senior staffer retired.

B.    **BoS Workshop --- Social Media**

David Mrochko stated that he was asked by the board to prepare an overview of this topic with emphasis on how it should/could be utilized by the township. David commented that he was utilizing various sources to include in his

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preparation for the BoS workshop meeting. David Rassbach and Jeff commented that there was plenty of material on this topic available. There was much discussion on this topic.

C. Joint Meeting with the BoS---- Tentative Agenda Items

David Mrochko stated that the time of the MCAB's joint meeting with the Board of Supervisors is 8:00 PM on April 23<sup>rd</sup>. David Rassbach began a discussion of topics to highlight. First on the list was Cable franchise fees 2011 vs.2010. Second, was a highlight reel of UMGA-TV's production work. Third, a presentation of the work that is being done to secure a workable Cable Franchise Agreement from Comcast. Fourth, a recognition of the good work being done by the media staff by highlighting their awards. Fifth, the outsourcing of the Township Lines publication and its positive effect on the budget. Sixth, update on E- newsletter subscriptions.

D. Comcast Cable Franchise Discussion

The latest options and revisions to the Comcast Franchise agreement were discussed. It was agreed that David Rassbach and Howard Hoffman would meet with Ron Wagenmann to discuss future action concerning the negotiations with Comcast.

VI Old Business

VII New business

VII Adjournment

Meeting was adjourned at 9:00 pm

The next meeting is scheduled for Monday, April 9, 2012 at 7:00 pm.