



Media Communications Advisory Board Meeting Minutes - 3/9/2015

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Jerry Denick, Jim Kravitz, Pete Kuhn, Eileen Rodrigue, Carla Showell-Lee, Greg Waks. Guests: Don Herbert and Scott Widenhofer

7:01PM, Meeting called to order by Chairman Rassbach

- I. PLEDGE OF ALLEGIANCE
- II. CHAIRMAN COMMENTS – Shared that MCAB would be discussing possible Comcast Franchise Agreement in Executive Session.
- III. APPROVAL OF FEBRUARY 2015 MCAB Minutes
- IV. REPORTS

A. LED Message Board Update - Don Herbert

MCAB Members did a site survey of the proposed location (Valley Forge Rd. & Henderson Rd.) for the two V-Shaped LED Message Boards. Northstar Electric Services the LED installer can also do the electrical work necessary. They set three pieces of capped rebar in the ground 16 feet back from the road curb. Upper Merion Township requires 14 feet set back from the curb but Don Herbert wanted to build in additional space. MCAB members expressed concern over the placement angles so the signs could be viewed. Pete Kuhn suggested doing a test with two similar sized panels to pinpoint viewing angles and to give Northstar Electric Services specific compass angles. This test is to be scheduled ASAP and all MCAB will be notified.

B. Upper Merion Township Website Subcommittee - Carla Showell-Lee & Scott Widenhofer

*Since initial meeting each township department reviewed, cleaned up, and updated information on their department's portion of the township website.

*Phase #2 – Second sub-committee meeting to be held Thursday, March 12. This meeting will focus on Style & Format. The analytics of each department will be shared.

*Scott Widenhofer, Upper Merion Township, Director of Information Technology shared that township staff have positively embraced working with the website and he is available to provide training. Analytics will be shared with MCAB members

*Live feeds such as the Township Board of Supervisors Meetings still going thru Montgomery County Community College.

*Achieved video for UMGA-TV are now thru Vimeo.

C. Real Time Traffic Information – Pete Kuhn & Jim Kravitz

Recommending that MCAB members use PA511 and give their opinions for the April MCAB Meeting. Follow up with the Township Traffic Camera vendor regarding exploring what may be in place or necessary to utilize Real-Time Traffic information within the township.

V. NEW BUSINESS

A. Township Publications – Carla Showell-Lee

*Township Lines – The next edition is being worked on and will be photo driven.

*Community Connections – 125 people receive Community Connections. Discussion around if Community Connections was still necessary and needed. It was mentioned that Community Connections may be re-publishing information that was available elsewhere and may not be necessary and needed. Community Connections is a no-cost publication but does take significant staff time and energy to produce. Monday, March 17th is the next scheduled edition on Community Connections. It was suggested to include, “If you want to continue to receive Community Connections please respond” to see what the response would be. Carla to find out the open rate for Community Connections. MCAB will re-visit discussing Community Connections at the April MCAB Meeting and may recommend dissolving the publication.

B. Information disseminated between Public Information Office and Media Communications Advisory Board – David Rassbach

*Public Information Officer making every effort to get MCAB Agenda’s out earlier.

*MCAB Secretary will make every effort to have MCAB Minutes to Public Information Officer in a timely fashion.

* Majority of MCAB Members are in favor of bringing laptops and other electronic devices to MCAB meetings. Public Information Office would like to provide agenda’s and minutes electronically to save paper. Scott Widenhofer will be approached about providing internet access for MCAB.

C. Procedure for Emergency Notifications – David Rassbach & Bill Carroll

*Discussion regarding the types of emergency communications to residents and the procedure for sending them. Example discussed was the Sunday, January 18, 2015, 60 Car Pile Up on the Expressway at Gulph Mills. Concern expressed as to why the township did not notify residents via CTY or E-mail Blast.

Two types of communication can go out to residents.

1. CTY – telephone, text, or email; Those messages can only be sent by the Public Information Officer or Police Chief Nolan.
2. Second, E-Mail Blast. This will only go to those residents who signed up to receive such messages.

MCAB recommended developing a township procedure for sending CTY and E-mail Blasts. David Rassbach, Howard Hoffman, & Bill Carroll volunteered to form sub-committee.

Meeting adjourned at 9:34PM