



**UPPER MERION TOWNSHIP**  
**MEDIA COMMUNICATIONS ADVISORY BOARD**  
**MEETING MINUTES**

From: Monday, April 8, 2013 (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
Pete Kuhn -----	Y
Carla Showell-Lee (Staff - Liaison) -----	Y
Greg Waks (Supervisor - Liaison) -----	Y

**Additional Attendees:**

Justin Friend

**I Pledge of Allegiance**

**II Approval of Previous Minutes**

The minutes of the previous meeting were distributed and approved unanimously.

**III Motion to Appoint a Replacement Secretary**

David asked the members if anyone would be willing to fill the current secretary's position. After some discussion, it was decided by unanimous vote, that board member Pete Kuhn would be willing to fill the position. The sitting secretary agreed to continue to fill the responsibilities until the next meeting, in May.

**IV Comments from the Chairman**

David stated that he wanted Carla to schedule a meeting with David Kraynik, township manager, Howard Hoffman, and himself to clarify specific issues. Carla had supplied specific dates and times for a possible March meeting, but David's schedule didn't allow for the meeting to take place in March.

## MCAB meeting minutes 3-11-12 cont'd

### V Old Business

#### A. Comcast Franchise Agreement Update

Carla reported that Dave Kraynik had reviewed the latest version of the Comcast Franchise agreement and would submit it to the Board of Supervisors. Since David and Howard will be meeting with Dave Kraynik shortly, they will ensure that the version of the agreement that the MCAB approved in the Fall of 2012, (based on a meeting between Brian Jeter of Comcast, Ron Wagenmann, Dave Kraynik, and David Rassbach by telephone) is the version of the agreement that will be submitted to the Board of Supervisors. After the above referenced meeting, Comcast submitted a different version of the agreement to Ron Wagenmann that contained language that was different from the Montco Consortium version of the agreement.

#### B. Reports

##### a. Facebook' Internal' Launch

Carla distributed a paper hand-out illustrating the 'chain' or 'route' that all departments information should follow to 'post' information to be distributed to the public through the means of 'Facebook.' Justin Friend was in attendance to explain the functionality of this approach. It was stated that the township's Facebook 'launch' is scheduled for April 25<sup>th</sup>. Justin described the system for posting information to the public and how this 'launch' will affect the presence of the various boards and committees. The board members had much discussion on this topic.

##### b. Marquee Update

Carla distributed a paper hand-out (a prepared Q&A sheet) that was intended to answer many questions about this topic. Since Don Herbert wasn't in attendance, and is continuing to do research, the board took this information under advisement.

### VI. New Business

#### A. New Hire

Carla reported that, as of April 9, 2013, on air talent, Mark Shepperd, will be added to the UMGA-TV team. Carla stated that Mark's talents would be utilized in a variety of ways. Many on the board know of Mark from his show on the radio.

#### B. Website Revisions

Carla reported that Jeff Pasquale had discovered a software program that 'weeds out' mistakes in websites. This issue has been plaguing the township's website for some time. Justin stated that he was working to identify all of the mistakes and omissions. Carla stated that she expected to hear from a staff member from each department of these errors and omissions on the website.

MCAB meeting minutes 3-11-12 cont'd

C. UMGA-TV Bulletin Board

Carla reported that Don had been working on revising the pages on the bulletin boards. There was some discussion about Carla's system to keep track of the content on the board

VII. Adjournment

Meeting was adjourned at 8:35 pm.

The next regular meeting was changed to Monday, May 6, 2013 at 7:00 pm to accommodate preparation for the Joint Meeting with the Board of Supervisors on May 9.