



UPPER MERION TOWNSHIP
MEDIA COMMUNICATIONS ADVISORY BOARD
MEETING MINUTES

From: Monday, September 9, 2013 (7:00 pm)

By: Jerry Denick

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 -----	N
Carla Showell-Lee (Staff - Liaison) -----	Y
Greg Waks (Supervisor - Liaison) ----	Y

Additional Attendees:

Don Herbert – Television Services

Called to order: 7:10 pm

I Pledge of Allegiance

II Approval of Previous Minutes

The minutes of the previous meeting were distributed and approved with some changes.

III Comments from the Chairman

David stated that he and Peter Kuhn visited Upper Providence Township and looked at message boards. He also mentioned that he and Howard met with David Kraynik regarding the Comcast franchise negotiations.

IV Reports

1. The township received an invoice from the Cohen group for services involving the Comcast franchise agreement. This topic was discussed and the board unanimously recommended not to pay the invoice since the MCAB previously recommended terminating the relationship with Cohen Group.

UM-MCAB (Upper Merion - Media Communications Advisory Board)

MCAB meeting minutes 9-9-13 cont'd

IV Reports (cont'd)

2. LED Message Board Update.

Don Herbert distributed paper hand-outs containing some of his research notes and photos regarding the installation of an electronic message board. Some of the photos were taken of the electronic signage at the front entrance of the Lower Providence Township building. David stated that he and Don had discussed the issues of sight-lines, placement, and various acceptable sizes. David suggested that Don prepare a not-to-exceed cost estimate to present to the Board of Supervisors for the 2014 budget.

3. Facebook Update

Carla presented her comments on the township's Facebook page. She also explained some of the functionality of the connections between the website and the township's TV channel via RSS feed.

4. Township Lines Update

Carla explained that she was in the process changing the 'look' of the 'township Lines' publication. She solicited the membership for any ideas of changes that could be made.

V. New Business

1. Traffic Cameras

David mentioned that several PennDot traffic cameras situated around the township's roadways were not working. Don had contacted PennDot and they were investigating the problem. Much discussion was held on this subject.

2. Citizen Board Luncheon

The Citizen Board Appreciation Luncheon's location, date and time were announced.

3. UMPD and CIO Public Information Coordination

Coordination of information from UMPD on the scene at emergencies affecting traffic patterns in the township was discussed. After David attends the Police CAB, he will provide feedback from the UMPD.

4. UMGA-TV Programming

David suggested showing township produced programs more often and in different day parts. Don Herbert was asked to develop a plan to show more township produced programs throughout 24 hours of potential air time.

VI. Adjournment

Meeting was adjourned at 8:50 pm.

The next regular meeting is scheduled for Monday, October 8, 2013 at 7:00 pm.