



**UPPER MERION TOWNSHIP  
MEDIA COMMUNICATIONS ADVISORY BOARD**

**MEETING MINUTES**

From: Monday, January 9, 2012 (7:00 pm)  
By: Jerry Denick (MCAB Secretary)

**Reorganization Meeting**

I            Pledge of Allegiance

II            Reorganization

A vote was organized by the members present and Jeff Pasquale was elected to act as temporary chairman. Elections were held with the outcomes as listed:

David Rassbach was re-elected chairman

Howard Hoffman re-elected as vice-chairman

Jerry Denick was re-elected as secretary

Meeting dates were distributed. The meetings will be held on the second Monday of each month at 7:00pm

**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	
Ed Higgins (Staff - Liaison) -----		Y
Greg Waks (Supervisor - Liaison) ----	Y	

Additional Attendees:

none

III          Approval of Minutes from Previous Meeting

The minutes were distributed via e-mail to all members. Upon review, the minutes were approved unanimously following two changes which Ed Higgins agreed to include in the official record.

MCAB meeting minutes cont'd

IV          Comments from the Chairman

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

The chairman stated that he was very satisfied with the output of the MCAB in the past year. He was complimentary to all of the members and stated that he looks forward to accomplishing much in the coming year.

V Reports

A. Status of Discussions with Comcast

Ed Higgins reported that he was waiting to hear of Comcast's decision regarding the few unsettled pieces of the negotiations. The board discussed this topic for some time and decided not to make anything of the issue at this time. David requested that Ed supply him with the amount of money that has been spent on legal fees for these negotiations to date.

B. Status of Social Media Policy

Ed reported that the policy has been structured by the administration staff. It will be submitted to the BoS soon.

C. Township Lines Changes

David began by stating his satisfaction with the way the publication has changed. Ed Higgins stated that he had a good working relationship with the printer/publisher of the publication. He said that he will continue to 'fine tune' the publication, as needed, over time. The board asked Ed to discuss with the printer/publisher how the distribution cost of Township Lines can be reduced or eliminated based on advertising revenue.

VI Old Business

VII New business

Jeff stated that he did not see the MCAB's minutes on the township website. He questioned the reason for this oversight. Ed Higgins will inquire on how advisory board minutes are posted to the township's website.

VII Adjournment

Meeting was adjourned at 8:30 pm

The next meeting is scheduled for Monday, February 13, 2012 at 7:00 pm.