



UPPER MERION TOWNSHIP
MEDIA COMMUNICATIONS ADVISORY BOARD
MEETING MINUTES

From: Monday, March 11, 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 -----	N
Jim Kravitz -----	Y
Jeff Pasquale -----	Y
Pete Kuhn -----	N
Carla Showell-Lee (Staff - Liaison) ----	Y
Greg Waks (Supervisor - Liaison) ----	Y

Additional Attendees:

John Waters, Safety and Codes director, Don Herbert TV Coordinator

I Pledge of Allegiance

II Approval of Previous Minutes

The minutes of the previous meeting were distributed and approved unanimously with changes, as specified.

III Comments from the Chairman

David stated that he was disappointed that the previous month's meeting was cancelled due to the illness of the board's staff liaison. He requested that Carla speak to the township manager to ensure that a representative of the township administration is at MCAB meetings in Carla's absence.

IV Reports

A. Digital Signs -- Updates from John Waters and Don Herbert
John Waters, township Safety and Codes, handed out pictures and documents for illustration purposes regarding this topic. He explained that the township, according to ordinance, is exempt from most of the signage regulations, as they are meant to apply to the

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IV Reports cont'd

citizenry and businesses of the township. He admitted that the township has, historically, been very strict concerning 'digital signage'. He also stated that the Board of Supervisors are addressing this signage issue, at this time. He distributed documents illustrating the properties that are controlled by the township that could support digital signage. The board members discussed these options, at length. There was also much discussion regarding costs, placement, size and content. It was agreed that this topic would require much more research. Don Herbert was tasked by the chair to determine the installation requirements pertaining to power, control and input signal /content for remotely installed signs. Many suggestions were discussed by the board.

B. Township Lines Spring Edition – What's Inside ?

Carla reported on the Spring Edition of the newsletter. She discussed the content and some new additions to the publication.

C. Facebook launch

Carla distributed hand outs pertaining to the township's 'Facebook' presence. David stated that it was the consensus of this board that this presence remain strictly 'one- way'. Carla assured David that nothing would be implemented until this subject was completely reviewed by the BoS and the township manager.

D. Welcome Packet -- What's Inside

Carla distributed a 'mock up' of this proposed new idea. Much discussion was held on this, as it is a new or revised idea that is being formulated and 'spit-balled' at this time. She stated that this would be intended to inform new residents of the township of many subjects available.

V. Old Business

A. Comcast Franchise Agreement Update

Carla reported that she had conversations with the township manager on this topic. She stated that he was not through with his review of the contract but he has plans to complete it, soon.

B. Gala Rewind

Carla reported that the 'Gala' affair was a success financially. The committee in charge reported a positive balance and many who attended expressed their pleasure with the function.

VI. Additional Business

David suggested that MCAB and ECDC members form a joint sub-committee to review the township website. This is in response to MCAB and ECDC board members finding the website difficult to navigate and sometimes leading to 'dead ends'. He suggested that the sub-committee make recommendations to 'clean-up and refresh' the site.

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VII. Adjournment

Meeting was adjourned at 8:40 pm.

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