

MCAB Board Minutes
From October 14th, 2013
By: Peter L. Kuhn (MCAB Secretary)

Board Member

David Rassbach (Chairman)
Howard Hoffman (Vice Chairman)
Peter Kuhn (Secretary)
Jerry Denick
Bill Carroll
Jim Kravitz
Jeff Pasquale
Carla Showell Lee (Staff Liaison)
Greg Waks (Supervisor Liaison)
Don Herbert (UMGA TV)

Attendance

Present
Present
Present
Present
Present
Present
Present
Present
Present
Present

Additional Attendees

None

Called to order: 6:59 pm

I. Pledge of Allegiance

II. Approval of Previous Minutes

The minutes of the previous meeting were unanimously approved.

III. Comments from the Chairman

The Chairman thanked Don Herbert, Jim Kravitz, and Peter Kuhn for representing the Media Communications Advisory Board at Board of Supervisors budgeting meeting. The Chair also thanked Jerry Denick for filling in as secretary for last months MCAB meeting.

IV. Old Business

A. Comcast Update

Mr. Rassbach informed the board that he had received an email from Dave Kraynick regarding the Comcast agreement. Dave Rassbach, Howard Hoffman and Dave Kraynick are scheduled to meet with Brian Jeter from Comcast to discuss the contract.

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B. LED Message Board Update

Don Herbert gave the MCAB board the same presentation that was presented to the Board of Supervisors. The overall impression from the board is that this was a very effective presentation and Don did an outstanding job representing the Media Communications Advisory Board to the supervisors.

It was also discussed that we need to put together a more comprehensive presentation and prepare for a more detailed meeting with the Board of Supervisor in a future workshop session.

C. Emergency Communications

Mr. Rassbach spoke about how emergency communications come through Montgomery County. The point was raised that we need to develop a program to inform upper Merion citizens where they can receive information in the event of an emergency situation.

Carla brought up the point that we could include this information in a welcome packet for new citizens. Jim Kravitz thought it would also be appropriate to include in the e-newsletter.

The board asked Carla what is the possibility of using text, email, and WKYW to get this information out to UM citizens. We also asked Carla to look into producing a short segment with UMGA to inform Upper Merion citizens of a developing emergency. Carla will report on her plan to accomplish this at the November MCAB meeting.

D. PennDOT Traffic Cameras

The subject of Township PennDOT traffic cameras was brought up in tonight's meeting. Don Herbert stated that Harrisburg is saying "all the cameras are fine, and they need to work under delivery system."

Mr. Rassbach noted that we need to stay on top of this issue.

Mr. Kravitz questioned the timing of the lights and if they were smart lights. Greg Waks informed the board that they are all adaptive lights, or smart lights. Mr. Carroll asked if we needed to get Daylin Leach or Tim Briggs involved in this situation.

V. New Business

A. Kunda Mural

Jim Kravitz brought up the subject of the Kunda mural being installed on Colonial Electric on Henderson Road. Don Herbert explained the history of the mural and what the Kunda family has done to restore the mural. Carla informed the board that she will be attending the ribbon-cutting later in the month of October.

B. UMGA Programming

Carla updated the board concerning the progress of refreshing the UMGA-TV programming schedule. Mr. Rassbach noted that he would like to see more programming, and less bulletin board content. Mr. Hoffman added that he would like to see a budget to investigate the possibility of more original programming. He would also like to refine what is our target demographic.

Bill Carroll raised the possibility of including traffic cams at key times during the day i.e. morning and afternoon rush hours.

It was concluded that we have a tremendous resource with UMGA TV and we should leverage it to provide more timely information to the citizens of Upper Merion.

Carla will report to the board at our next meeting the feasibility of some of these suggestions.

The meeting was adjourned at 8:15pm.