

**MEDIA COMMUNICATIONS ADVISORY BOARD**  
**Hybrid Meeting: Virtual and Administration Conference Room**  
**January 10, 2022 Reorganization Meeting at 7:00PM**  
**MINUTES**

ATTENDANCE

Howard Hoffman (Chairman) .....	Present	Jim Kravitz.....	Present
David Rassbach (Vice Chairman) .....	Present	Greg Waks (Supervisor Liaison) .....	Present
Bill Carroll.....	Present	Don Herbert (Staff Liaison).....	Present
Peter Kuhn.....	Present	Tiffany Bellamy (Comm. Coord.) .....	Present
Portia Waller.....	Present		

The meeting was called to order at 7:10PM.

**I. Pledge of Allegiance**

**II. Reorganization**

- Election of Temporary Chair
  - Peter Kuhn nominated Portia Waller as Temporary Chair, Jim Kravitz seconded, Passed unanimously.
- Election of Chair
  - Peter Kuhn nominated Howard Hoffman as Chair, Portia Waller seconded, Passed unanimously.
- Election of Vice Chair
  - Jim Kravitz nominated David Rassbach as Vice Chair, Peter Kuhn seconded, Passed unanimously.
- Election of Secretary
  - Portia Waller nominated Bill Carroll as Secretary, Jim Kravitz seconded, Passed unanimously.
  - Bill Carroll was not in attendance when elected Secretary. When Bill joined the meeting later, he informed the members he would not be able to serve as Secretary since his schedule will cause him to be late on a semi-regular basis.
- The Secretary position remains vacant with the hope of filling it when the vacant board position is filled.
- Confirm 2022 meeting dates and times
  - The proposed 2022 meeting dates were approved unanimously.

**III. Approval of Minutes**

- October 2021
  - The October Minutes were approved unanimously as written.
  - In an effort to create a concise document, moving forward, the Board will resume summarizing each discussion point to be reflected in the Minutes.

**IV. Comments from Chairman**

- The Chair had no comments

**V. Reports**

- Update on MCAB Vacancy
  - Several residents were asked to apply for the MCAB but declined.

- The Public Information Office will continue to advertise the vacancy, along with all other Citizen Board vacancies on the LED sign, web site, and in the E-Newsletter.
- Discussion on Verizon Franchise Agreement
  - The board recommends:
    - Township solicitor review Verizon’s proposed agreement
    - Verizon complete the build out required in the existing agreement or provide proof of same
    - Replace the aging transcoder in control room
    - Provide tech support contact information
    - Provide basic cable television to educational non-profits and houses of worship
    - Provide a \$25,000 equipment grant
- Discussion on Push App
  - Don investigated through Chief Nolan that Upper Merion Township can utilize Montgomery County’s system that runs the ReadyMontco alert service. Don will continue to gather more information from the County about the system’s features and functions and how the Township can use them.

## **VI. New Business**

- Several members noted that they had stopped receiving the E-Newsletter. Tiffany reported a setting that was turned on was preventing deliveries to approximately 500 “disengaged” subscribers. That setting has since been turned off and the issue has been mitigated.
- The board discussed the various on-line methods the township currently communicates with residents and the potential benefits of printed mailers such as post cards, flyers, and Township Lines. The board recommended the creation of a Media Plan to help guide future efforts and asked Don and Tiffany to compile a chart of current resources being utilized.
- Bill expressed a concern about certain enews content being repeated too often in consecutive editions. Don explained that doing so was accommodating the department’s request but would pull the items in question.
- Bill questioned the use of operated cameras at Supervisors meetings given his impression of a limited number of viewers. Greg explained that the Supervisors would not make any major changes without extensive considerations.
- Greg mentioned the need to update the Welcome Packet content. Don will begin working on the updates.

## **VII. Adjournment**

- With no further business for the good of the group, Jim made a motion for adjournment and Portia seconded. The motion passed unanimously at 8:48PM.