

## Media Communications Advisory Board (MCAB) – Minutes

February 8, 2021

### Board Member

Howard Hoffman (Chairman) – Present

David Rassbach (Vice Chairman) – Present

Michael Cusack (Secretary) – Present

Bill Carroll – Absent

Peter Kuhn – Present

Portia Waller – Present

Jim Kravitz – Present

Greg Waks (Supervisor Liaison) – Present

Allison Pimm (Staff Liaison) – Absent

Don Herbert (Staff Liaison Backup) – Present

Call to Order: 7:04 p.m.

### **Pledge of Allegiance**

### **Approval of the January 2021 Meeting Minutes**

The Board reviewed the January 2021 meeting minutes. Jim Kravitz made a motion to accept the minutes without changes. Peter Kuhn seconded. All MCAB members voted to approve.

### **Comments from Chairman**

No comments from the Chairman other than that he was impressed with the Township's response to the recent snow storm, and how quickly the roads were plowed.

### **Reports**

#### 1. Podcast Discussion

Don Herbert reported that a he is working on podcast on the medical marijuana program in Pennsylvania, and that he recently completed a podcast covering corn hole. Don is planning a podcast on the Church Road Bridge project and its anticipated two year duration. There are also discussions about releasing podcasts focused on programs at the Township library and Community Center. Howard Hoffman volunteered to release a "Remember When" podcast episode, and recommended that the Township organize a roundtable format where a number of residents can have an open dialogue about their early memories of Township.

#### 2. Digital Township Lines Update

Don Herbert reported that he is working with various Township departments to gather content and information to publish in the Spring edition of Township lines, scheduled to be released on or around April 15. The publication will likely avoid providing detailed COVID related information

given the ever-changing landscape, and will instead direct readers to the County website for the most up-to-date COVID developments.

### 3. Verizon Franchise Agreement Discussion

Don wants to upgrade the Verizon bridge encoder, and would like to use the Franchise Agreement to leverage that request. He is also looking for a tech contact within Verizon to facilitate a replacement. The MCAB would like to explore options for an equipment grant as a rider on a new contract. Don will speak with the Township Manager to possibly nudge negotiations on.

### **New Business**

There was no new business reported.

### **Adjournment**

Portia Waller made a motion to adjourn at 8:19 p.m. Peter Kuhn seconded, and all MCAB members voted in favor.