

MEDIA COMMUNICATIONS ADVISORY BOARD
Hybrid Meeting: Virtual and Administration Conference Room
February 21, 2022 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 | Absent | Don Herbert (Staff Liaison) | Present |
| Peter Kuhn..... | Present | Tiffany Bellamy (Comm. Coord.) | Present |
| Portia Waller | Present | | |

The meeting was called to order at 7:28PM

I. Pledge of Allegiance

II. Approval of Minutes

1. May 2021
2. July 2021
3. December 2021
4. January 2022

Portia motioned for approval and David seconded. The motion was approved unanimously.

III. Comments from Chairman

The Chair noted that new Zoom features have been added to help document the meeting.

IV. Reports

1. Update on MCAB Vacancy
 - The Board hopes that applications will increase as COVID cases and concerns decrease.
 - The Board's description will be reviewed and updated to reflect the evolving responsibilities with a particular focus on Social Media.
2. Verizon Franchise Agreement
 - Don reported that the Board's recommendations and request for the Solicitor's review of the Verizon draft agreement were submitted to the Township manager.
 - The Board requests feedback from the Solicitor at the next MCAB meeting.
3. Push App
 - Don reported that multiple attempts to contact Montgomery County about the use of the ReadyMontco system have not been responded to yet. Escalation may be required.
 - Tiffany will share the pricing and links for two other services she researched for Board review and discussion at the next meeting.
4. Media Plan Chart
 - The Board recognizes that the PIO is constrained by limited resources but should be the arbiter of all communications released by the Township.
 - The Board recommends that all social media accounts be consolidated on one platform to be monitored by the PIO office.
 - The Board will review the chart and provide additional feedback at the next meeting.
5. Welcome Packet
 - The Board suggested several revisions that Don will incorporate in the next release.

V. New Business

1. Don noted that he contacted the UMASD to ask if they would promote the Township's E-Newsletters. He will follow up when he receives a response from the correct contact person.
2. Don also noted that the Township's multiple E-Newsletters were cross-promoted in the latest edition of the weekly E-Newsletter.

VI. Adjournment

1. With nothing further for the good of the group, David made a motion for adjournment and Jim seconded. The motion passed unanimously. The meeting was adjourned at 9:10PM.