

## Media Communications Advisory Board (MCAB) – Minutes

March 8, 2021

### Board Member

Howard Hoffman (Chairman) – Present  
David Rassbach (Vice Chairman) – Absent  
Michael Cusack (Secretary) – Present  
Bill Carroll – Present  
Peter Kuhn – Present  
Portia Waller – Absent  
Jim Kravitz – Present  
Greg Waks (Supervisor Liaison) – Present  
Allison Pimm (Staff Liaison) – Absent (On Leave)  
Don Herbert (Staff Liaison Backup) – Present

Call to Order: 7:24 p.m.

### **Pledge of Allegiance**

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

The Board reviewed the February 2021 meeting minutes. Peter Kuhn made a motion to accept the minutes with small changes. Jim Kravitz seconded. All MCAB members voted to approve.

### **Comments from Chairman**

The Chairman commented that the plugin for the County's website is not functioning, which prevents the proper opening of documents from the website. The County has acquired a new plugin and is in the process of converting documents so that they can be successfully opened.

### **Reports**

#### 1. Joint meeting with Board of Supervisors

Greg Waks commented that the joint meetings with Board of Supervisors, after having been canceled last year, will take place in 2021. It is likely that the citizen boards will be held virtually, though the Board of Supervisors will likely meet in-person. The joint meeting with the MCAB will take place April 13 from 8:30 p.m. – 9 p.m.

#### 2. Podcast Discussion

Don Herbert stated some podcast topics the Township will cover include a profile on a Township first responder who tested positive for Covid and is returning to work after a long recovery. Don also stated that he is considering covering in a podcast the various construction and other projects taking place throughout the Township to provide listeners additional information.

### 3. Digital Township Lines Update

Don Herbert stated that he continues to gather information and content from various Township Departments to include in the upcoming spring edition of Township Lines. Don also said that the Township is exploring soliciting advertisements, and hopes to have decisions made surrounding ad price points and ad location by the next MCAB meeting.

#### **New Business**

There was no new business reported.

#### **Adjournment**

Bill Carroll made a motion to adjourn at 8:49 p.m. Howard Hoffman seconded, and all MCAB members voted in favor.