

Media Communications Advisory Board (MCAB) – Minutes

April 12, 2021

Board Member

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

Call to Order: 7:15 p.m.

Pledge of Allegiance

Approval of the February 2021 Meeting Minutes

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

Comments from Chairman

There were no comments from the Chairman.

Reports

1. Joint meeting with Board of Supervisors

Don Herbert and the MCAB reviewed the Power Point presentation that is going to be presented to the Board of Supervisors on April 13. A few changes were made to the presentation.

2. 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 solicitation of advertisements is moving forward as well.

3. Township Podcasts

Don Herbert mentioned that he is working on doing more podcasts on different topics as they become available.

4. Verizon Franchise Agreement

The MCAB will revisit their discussion on the Verizon Franchise Agreement at the May MCAB meeting.

New Business

1. Upper Merion Mobile App

Jim Kravitz proposed that the MCAB revisit the possibility of developing a mobile app for Upper Merion Township so information can be delivered directly to the cell phones of township citizens who subscribe to the mobile app.

2. Possible Print Copy format for Township Lines

There was discussion to investigate the possibility to offering a Print copy format option for Township Lines and people may be able to choose which format they prefer to receive.

3. Review of the E-Newsletter Active Email List

Also, it was brought up to review the E-Newsletter email list to make sure that the emails are good emails and are not being bounced back.

Adjournment

Jim Kravitz made a motion to adjourn. Portia Waller seconded the motion. The meeting was adjourned at 8:44 p.m.