

## Media Communications Advisory Board (MCAB) – Minutes

May 10, 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 – Absent  
Greg Waks (Supervisor Liaison) – Absent  
Allison Pimm (Staff Liaison) – Absent (On Leave)  
Don Herbert (Staff Liaison Backup) – Present

Called to Order: 7:09 p.m.

### **Pledge of Allegiance**

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

The MCAB reviewed the April 2021 meeting minutes. Peter Kuhn made a motion to accept the minutes with small changes. Portia Waller seconded. All MCAB members voted to approve.

### **Comments from Chairman**

1. No comments from the Chair

### **Reports**

1. Digital Township Lines Update

Don Herbert stated that the reading and download stats for the Digital Township Lines 2021 have exceeded the entire year of 2020. Howard Hoffman suggested sending a postcard mailer to notify residents who may not be aware of the availability of Digital Township Lines. Peter Kuhn commented that only 16-17% of Township residents who received the email with the Digital Township Lines opened the attachment, and that ideally these numbers would be higher. Portia Waller commented that most Township residents are likely unaware that Digital Township Lines exists, and that the publication warrants further marketing. Various MCAB members put forward several ideas to promote the marketing, including promotion at the Community Center, School District, and Senior Center.

2. LED Sign Update

The Township LED Sign in front of the Township Building had stopped working. Because the sign was out of warranty, the Township had to purchase a replacement controller, which had malfunctioned. The replacement controller was installed and the sign is now again working properly. Don Herbert commented that the Township purchased a refurbished controller rather than a new controller to significantly save on cost. Don also noted that both new and refurbished parts come with a one-year warranty.

3. Podcasts Update

Don Herbert is now shifting the focus of his efforts from the Digital Township Lines to Township Podcasts. Don mentioned that one podcast will explore in-depth the recent damage that stormwater caused to Township infrastructure, and the corresponding repair costs. Portia Waller suggested that an email be sent to Township residents to notify them of the podcasts to encourage additional downloads and listeners. Peter Kuhn echoed those thoughts.

4. Verizon Franchise Agreement Discussion  
No new information was discussed

### **New Business**

5. No new business was discussed

### **Adjournment**

Portia made a motion for adjournment and Pete seconded. The meeting was adjourned at 8:12PM.