

Media Communications Advisory Board (MCAB) – Minutes

August 12, 2019

Board Member

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

Call to Order: 7:07 p.m.

Pledge of Allegiance

Approval of July 8, 2019 Meeting Minutes

The Board reviewed and approved the July 8, 2019 meeting minutes. Bill Carroll made a motion to accept the minutes, David Rassbach seconded, and all board members voted in favor of approval.

Old Business / Reports

1. Comments Chairman

Chairman Hoffman stated that he attended the National Night Out, and relayed that he thought it was very well done.

2. Social Media Policy

Upper Merion Township Library Director Laura Arnold was in attendance to discuss social media policy with the MCAB. Allison Pimm reported that the policy is still being drafted, and would apply to all Township departments. The MCAB will review social media policies from other townships, but does endorse a policy that allows comments by residents that comply with the finalized policy.

3. Community Survey

Allison Pimm reported that Franklin and Marshall concluded the survey on July 28th, having received a sufficient number of responses from residents. Franklin and Marshall will provide a complete report of the results to the MCAB in the near future. Allison reviewed highlights from a preliminary report from Franklin and Marshall with the MCAB.

4. Township Lines

Allison Pimm emailed that Dick McCann, president of the senior service center, to gauge its interest in selling ads for Township Lines, and is awaiting a response.

5. Brand Migration Update

Allison Pimm reported that she heard back from Kim Friedman re: next steps. Kim outlined several steps that she recommends that the Township take in shaping the framework toward brand unification. Allison Pimm will forward Kim's response to the MCAB for its review and feedback.

6. Digital Content Coordinator

Allison Pimm reported that the search continues to fill the position.

New Business

1. Greg Waks reported that ECDC is planning a happy hour in the near future.
2. Greg Waks reported the citizen board luncheon will occur on Sunday, November 10.
3. New Township Manager noticed that many Township boards have student members without voting rights, but that Library and MCAB do not have student members. The MCAB is open to having a student member join as a member without voting rights.

Adjournment

Howard Hoffman made motion to adjourn at 8:37 p.m. Portia Waller seconded.