



Media Communications Advisory Board Meeting Minutes - 2/9/2015

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Pete Kuhn, Jim Kravitz, Eileen Rodrigue, Carla Showell-Lee, Greg Waks

7:02PM, Meeting called to order by Chairman Rassbach

- I. Pledge of Allegiance.
- II. Approval of December 2014 MCAB Minutes & January 2015 MCAB Minutes.
- III. Chairman commented that we had a full agenda and moved to get right to our business.
- IV. Reports
 - 1) Upper Merion Township Website Subcommittee - Carla Showell-Lee
 - *14 Township Employees comprise the subcommittee. First meeting for this subcommittee was held on 2/3/15.
 - *Phase #1 – Review and clean-up of website content for each department. Each department identified employees (editors) responsible for their department’s page of the website.
 - *Phase#2 – Review “Nesting Menus”
 - *Scott Widenhofer, Upper Merion Township, Director of Information Technology to provide training to staff regarding the website.
 - *Public Information Officer to develop a style guide for the website.
 - 2) Website Analytics – Carla Showell-Lee
 - *MCAB reviewed Analytics Report provided by Scott Widenhofer, Upper Merion Township, Director of Information Technology. This information for this report came via CivicPlus, the company who powers the Upper Township Website.
 - *Discussion from MCAB centered on this report being a valuable tool for the Upper Merion Township Department Managers for which webpages are popular, how people are navigating on the website, and how long they are staying on specific pages.
 - *In review, none of the categories were labeled. For the March MCAB meeting, MCAB is requesting the same report but each category clearly labeled in understandable language.
 - 3) LED Message Board Update – Carla Showell-Lee, per an update from Don Herbert, UMGA-TV, Upper Merion Government Access Television Coordinator of Television Services.
 - *Don is working with the AdvantageLED Project Manager to correct several dimensions on the Production Rendering and Engineering Plans so the permit can be approved and the manufacturing process of the LED Sign can begin.
 - *AdvantageLED secured Northstar Electric Services, Jeffersonville, PA as the installer for the LED Sign. A site survey has been conducted by a Northstar representative.

*Don has asked Northstar to submit a quote for the electrical portion of the project primarily to have one contractor handle the entire install in an effort to simplify the project and reduce potential complications.

*Don anticipates a March 2015 groundbreaking for the LED Sign.

4) COMCAST FRANCHISE AGREEMENT UPDATE – H. David Rassbach

H. David Rassbach and Howard Hoffman had a conference call with Dave Kraynik, Upper Merion Township Manager, and Don Herbert, UMGA-TV, Upper Merion Government Access Television Coordinator of Television Services. Township Solicitor still continues to work on Digital Antenna System (DAS) Ordinance for the township. Dave Kraynik to contact Comcast about moving forward on Franchise Agreement negotiations.

5) REAL-TIME TRAFFIC INFORMATION – Pete Kuhn & Jim Kravitz

*Contact was made with Chaz Devitis, Upper Merion Township Traffic Signal Supervisor. Chaz's recommendation per Jim Kravitz was that the township considers <http://www.511pa.com/>.

*The 511PA free mobile application covers all PennDOT - and Pennsylvania Turnpike-operated roadways. Customize your alerts by type, distance and frequency based on your location.

*Waze.com was also discussed, <https://www.waze.com/>. Waze is the world's largest free community-based REAL-TIME traffic and navigation app. Waze shares traffic and road information but waze app users can also take a more active role by sharing road reports on accidents, or any other hazards along the way, helping to give other users in the area a 'heads-up'.

*Suggestion made by Chairman Rassbach to have all MCAB members use and review both app's over the next month. MCAB as a group could then make a recommendation as to which app may be best for residents to use.

V. NEW BUSINESS

A. Community Public Access Center – Carla Showell-Lee

Township looking to update and freshen up the Community Public Access Center located at the rear entrance of the township building.

Meeting adjourned at 8:26PM