



## Media Communications Advisory Board Meeting Minutes - 4/13/2015

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

7:03PM, Meeting called to order by Chairman Rassbach

**I. Pledge of Allegiance.**

**II. Approval of March 2015 MCAB Minutes with revisions.**

**III. Chairman comments:** Chairman Rassbach announced the resignation of long-time MCAB Board Member Jerry Denick and thanked him for his many years of service.

**IV. Reports**

1) **LED MESSAGE BOARD UPDATE** – Carla Showell-Lee (via information provided by Don Herbert, UMGA-TV Services)

The LED Board has been ordered through Advantage LED and production will take 10 weeks. Northstar Electric Services, Jeffersonville, PA as the installer for the LED Sign. Moving ahead with developing a policy & style guide for LED messages.

2) **UPPER MERION TOWNSHIP WEBSITE SUBCOMMITTEE** - Carla Showell-Lee

\*14 Township Employees comprise the subcommittee.

\*Phase #1 – Review and clean-up of website content for each department. Each department identified employees (editors) responsible for ownership of their department's page of the website. Specifically sighted was the Public Works Department who made significant improvements to their page.

\*Tri-Centennial Facebook page will also be archived.

3) **REAL TIME TRAFFIC** – Jim Kravitz

Sub-committee did not have a chance to review. Opinions expressed that maybe we are not able to configure real-time traffic updates as we had desired. Carla to contact Tredyffrin Township as to their use of PennDot Cameras during morning and afternoon drive time on their government access channel.

4) **PUBLIC INFORMATION OFFICER VISITS WITH MONTGOMERY COUNTY & LOWER MERION** – Carla Showell-Lee

\*Carla shared regarding a productive meeting with herself & County Communication officials. Various County brochures are now displayed in the Community Public Access Center that may be of interest to Upper Merion residents.

\*Carla also met with Lower Merion PIO Tom Walsh to foster a better working relationship between the two townships.

**5) INFORMATION SHARING BETWEEN PIO & MCAB – Carla Showell-Lee**

\*MCAB will attempt to have all minutes and agendas e-mailed to all MCAB members prior to meetings. MCAB members are encouraged to bring their laptops, iPads, and other mobile electronic devices for use during MCAB meetings.

**6) GUIDELINES & PROCEDURES FOR EMERGENCY NOTIFICATIONS – David Rassbach**

\*Subcommittee formed of David Rassbach, Howard Hoffman, & Bill Carroll. Bill provided a jumping off but needs to be softened. Sub-committee to have further update for May 2015 MCAB Meeting.

**7) COMMUNITY CONNECTIONS – Carla Showell-Lee**

\*Review of March Community Connections. MCAB recommended doing away with Community Connections.

**8) COMCAST FRANCHISE AGREEMENT – David Rassbach**

\*No further update on Comcast Agreement.

\*DAS Zoning Ordinance. Sub-committee of Howard Hoffman & Jim Kravitz forming. Township solicitor desires an ordinance within 60days. Greg Waks to write to Township Manager for further direction. Further update at next MCAB Meeting.

**V. JOINT MEETING BETWEEN MCAB & UPPER MERION BOARD OF SUPERVISORS**

\*Date of Joint Meeting to occur on Thursday, April 30<sup>th</sup> at 7pm.

\*Chairman Rassbach unable to attend the joint meeting. Vice Chair Hoffman to lead.

\*Breakdown of MCAB responsibilities for the joint meeting:

- 1) Franchise Fees – Howard Hoffman
- 2) Social Media – Carla Showell-Lee/Justin Friend
- 3) Township Periodicals – Bill Carroll
- 4) LED Sign – Don Herbert
- 5) PSTAT Awards – Carla Showell-Lee
- 6) UMGA-TV Video – Don Herbert
- 7) Questions from BOS/Closing Remarks- Howard Hoffman

Meeting adjourned at 8:26PM