



Media Communications Advisory Board Meeting Minutes - 5/11/2015

Attendance: David Rassbach, William Carroll, Jim Kravitz, Eileen Rodrigue,

Carla Showell-Lee, Greg Waks.

7:06PM, Meeting called to order by Chairman Rassbach

- I. PLEDGE OF ALLEGIANCE
- II. CHAIRMAN COMMENTS – Mentioned that this is our first meeting where meeting agenda and minutes were sent electronically to save paper.
- III. APPROVAL OF April 2015 MCAB Minutes with revisions.
- IV. REPORTS
 - A. Joint Meeting Review – Carla Showell-Lee

Media Communication Advisory Board met with the Upper Merion Board of Supervisors on Thursday, April 30. Video of the meeting is on the Township Website for review. Feedback that the meeting was good but in the future MCAB should be a little more prepared.
 - B. LED Message Board Update/Policy Draft – Carla-Showell-Lee

Per an email from Don Herbert the LED Sign is on schedule for a June 2015 installation. Message for the sign will be determined by the Township internally after review of four (4) neighboring townships with LED Boards and their policies.
 - C. Comcast Franchise Agreement/DAS Addition – David Rassbach

MCAB Sub-Committee of David Rassbach & Howard Hoffman continue to work on the Comcast Franchise Agreement.

*Since March 23 thru May sub-committee was waiting for Upper Merion Township Solicitor to respond. What was received was a yet again red lined revision of the Comcast Franchise Agreement.

*March 30th Township received communication from Comcast’s Brian Jeter stating that there was no need for the township to add DAS to the franchise agreement.

*Chairman Rassbach is suggesting a teleconference with himself, Howard Hoffman, Township Solicitor, and Township Manager. Date of teleconference to be determined.
 - D. Draft of Recommendation for Emergency Notifications – David Rassbach

MCAB Sub-Committee of David Rassbach, Howard Hoffman, and Bill Carroll are still working on drafting Emergency Communication Policy for the sending of CTY Emergency

notifications. Suggestion to meet with Chief of Police & Fire Chiefs for their feedback and input.

E. Real Time Traffic Information Update from Tredyffrin Township – Carla Showell-Lee

Carla spoke to Tredyffrin Township Police Department and the Traffic Cameras they show on their Public Access Channel are PennDOT District 6 cameras on Route 202.

V. NEW BUSINESS

A. Public Information Office Page on Twp. Website – Carla Showell-Lee

Township Website update as of Tuesday, May 12th to include Public Information Page. The page will include the following icons:

*Your Opinion

*Social Media

*UMGA-TV

*E-Newsletter

*Publication deadlines for the various publications the Public Information Office produces.

*Emergency Communication

Carla suggested that with the increased work load for the Public Information Office that another full-time position was needed. Carla is developing a chart to show the need for this proposed position and will share with MCAB.

B. Resident(s) Feedback on Paperless Society – Carla Showell-Lee

Township has received negative feedback about township employees regarding consistently being referred to the township website for information. This is occurring even after residents have physically come into the township building to request information.

C. Media Communication Advisory Board vacancy – Greg Waks

Two people have applied for the vacant MCAB board position. Interviews are on-going. The Board of Supervisors expect to vote on the new MCAB member at their first June meeting.

D. Township Lines – Jim Kravitz

Jim suggested reviewing the contract with Franklin Maps regarding the production of Township Lines. The publication has seen rapid growth and a dramatic increase in the number of advertisers. Suggestion was made to get the Franklin Maps “Line Card” as to what they charge for advertising in Township Lines.

Meeting adjourned at 8:54PM