



## **Media Communications Advisory Board Meeting Minutes - 9/14/2015**

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

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

- I. Pledge of Allegiance.**
- II. Approval of July 2015 MCAB Minutes with revisions.**
- III. Chairman – no comments.**
- IV. Reports**

### **A) LED MESSAGE BOARD UPDATE – Don Herbert**

The LED Board was delivered by Advantage LED and installed by Northstar Electric Services. There have been many issues:

1. Communication: Cannot connect with the sign to update messages or control brightness. Replacement parts arrived Monday but work needs to be scheduled.
2. ID Cabinet Light: Top of right ID cabinet does not light but did the first night. It will be addressed when seals are installed.
3. Seals: Seals were overlooked. The material will be upgraded to aluminum instead of alumalite as originally spec'd. They are completed and will be installed along with the other corrections.
4. Faux Brick: Color and size of brick is wrong. The color is a solid red but should be a multi-tone muted color. The size is about a half inch shorter than the size selected.
5. Gap between signs: The amount of space between the signs is bigger than expected based on the production renderings. The gap exposes too much of the metal support structure and should be filled. They can't close the gap because air flow is needed for ventilation. I asked if they could install vented panels like to ones in video racks.
6. Top soil: There is a concern that the plan to grade top soil under the sign to fill up to the brick skirting may not work due to the potential for erosion. A suggestion was made to install a hardscaping retention wall around the sign but the top soil originally dumped on site survived the rain storm over the weekend so a determination will need to be made as to the best course of action.
7. Road Sign Obstructions: Several road signs are obstructing the view of the LED signs. We will be exploring the possibility of relocating them.

8. Foliage Obstructions: The Parks and Shade Tree Department has been asked to clear the foliage along Henderson Road and Valley Forge Road before the fall leaf collection season starts.

\*Don shared his frustration having spoken to 6 different people from Advantage LED in an effort to resolve all issues. Advantage LED apparently closed their TX office and move their operations to CA.

\*Upper Merion has only paid half of the cost to date.

\*Overall, positive public comments about the look of the LED Board.

\*Carla shared that she has contacted other townships who have LED boards regarding their policies & style guides for LED messages. She will have a further update at future MCAB meetings.

**B) WCF/DAS ORDINANCE** - Greg Waks/Carla Showell-Lee

\*Greg shared that the Board of Supervisors were conducting a Workshop on Thursday, 9/17 at 6pm dinner will be provided.

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

\*No further update to report. Chairman Rassbach will try to arrangement a teleconference with himself, Howard Hoffman, and Township Manager, Dave Kraynik as to how to proceed.

**D) EMERGENCY NOTIFICATIONS** – Greg Waks

\*Greg had a conversation with Police Chief Nolan regarding Emergency Notifications and MCAB's concerns about emergency notifications. Suggested that Police Chief, Nolan and Chief Fire Marshal, John Waters be invited to an upcoming MCAB Meeting to discuss.

**E) PUBLIC INFORMATION OFFICE & PART-TIME SOCIAL MEDIA POSITION** – Carla Showell-Lee

\*Carla received 21 resumes for the part-time position and is pairing down the applicants. Interviews will be conducted Wednesday, September 23<sup>rd</sup>.

**F) OTHER BUSINESS**

\*Carla mentioned the next edition of TOWNSHIP LINES will be coming out September 25<sup>th</sup>.

\*Carla mentioned the annual CITIZEN ADVISORY BOARD LUNCHEON. Scheduled for 11:30AM, Sunday, November 8<sup>th</sup>. Invitations will be out shortly. Please RSVP.

\*Eileen mentioned SENIOR FALL FLING, Thursday, September 25<sup>th</sup> 10AM-2PM at the Mall.

\*Greg mentioned VALLEY FORGE FAMILY DAY, Friday, September 25 from 2PM-5PM. The Valley Forge Tourism and Convention Board recommends pre-registration for the event.

Meeting adjourned at 8:08PM