



Media Communications Advisory Board Meeting Minutes - 11/9/2015

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

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

- I. Pledge of Allegiance**
- II. Approval of October 2015 MCAB Minutes**
- III. Chairman** – Thanked Upper Merion Township for Citizen Board Luncheon
- IV. Reports**

A) LED MESSAGE BOARD UPDATE – Carla Showell-Lee

Carla going forward will take the lead in contacting Advantage LED regarding issues with the LED Boards.

1. To date only \$32K (half) has been paid.
2. Twice Carla has called the Advantage LED CEO and has not received any return communication.
3. Township Seal has been completed but not yet installed.
4. Media Communications Advisory Board is not in favor of painting brick facing.

Pete Kuhn suggested the following questions be posed to Advantage LED.

*Why are we talking about painting the brick instead of replacing the brick with the product that we spec'ed and originally ordered?

*Can we get someone from LED Advantage to demo the board? Can we see the capabilities of the screens?

*Provide us comprehensive information/demonstration on the iLED technology, and explain if we are using it to its full potential?

B) WCF/DAS ORDINANCE - Greg Waks

*Greg shared that out of the Board of Supervisors Workshop on 9/17 WCF/DAS Ordinance was discussed and will be voted on by the Board of Supervisors on November 12th.

C) COMCAST FRANCHISE AGREEMENT – David Rassbach

*Need for more clarity in the agreement. Suggestion to have Township Manager contact Comcast's Kathleen Sullivan, and to see where she falls in the Comcast hierarchy.

D) EMERGENCY NOTIFICATIONS – David Rassbach

*MCAB Chairman Rassbach shared that he had a conversation with Chief Fire Marshal, John Waters at the Citizen Board Luncheon regarding MCAB's concerns about Emergency Notifications. Mr. Waters views his function as paramilitary.

Discussion included MCAB's multiple times in 2015 inviting both Chief Nolan & Mr. Waters to a MCAB Meeting to discuss the Emergency Notifications. Suggested that Police Chief, Nolan and Chief Fire Marshal, John Waters again be invited to attend December 2015 MCAB Meeting for a positive sharing of ideas to address the sole issue of Emergency Notifications; Carla to follow-up with each.

E) TOWNSHIP WEBSITE – Carla Showell-Lee

*There is \$20K in the upcoming Township Budget to revamp the Upper Merion Township Website.

*Statement of work is coming from Civic Plus.

*Howard Hoffman suggested that the Public Information Officer have control of the website and not IT.

Meeting adjourned at 9:03PM