



Media Communications Advisory Board Meeting Minutes - 1/11/2016

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Peter Kuhn, Jim Kravitz, Portia Waller, Carla Showell-Lee, Greg Waks, Don Herbert

7:00PM, Meeting called to order by Howard Hoffman

I. Pledge of Allegiance

II. Elections

- a. Bill nominated Jim as temporary chair and Pete was the 2nd motion
- b. David nominated Howard as chair and Pete was the 2nd motion
- c. Peter (?) nominated Howard as Vice Chair
- d. Pete nominated Portia as Secretary and David was the 2nd motion

III. Approval of December 2015 MCAB Minutes with no revisions

IV. Reviewed 2016 meeting dates

- a. **No August 2016 meeting, all other dates ok as 2nd Monday of each month**

V. Chairs Comments – Thursday, December 17, 2015, 8:30AM Chairperson Rassbach, Vice Chairperson Hoffman, Township Manager David Kraynik and Deputy Solicitor for Upper Merion Township John Walko met with Comcast’s Brian Jeter and Ralph McClennan to discuss Comcast’s Franchise Agreement with Upper Merion Twp.

- a. An additional paragraph of language was proposed to be added to the agreement and we are awaiting a response from Comcast.

VI. Reports

A) LED MESSAGE BOARD UPDATE – Carla Showell-Lee and Don Herbert

Carla is now leading the follow-up with Advantage LED regarding issues with the LED Boards. Multiple times she contacted them. Finally, Kyle a Vice President located in California followed up with Carla & had a telephone conference with her & Don Herbert. To date only \$32K (half) has been paid. Upper Merion Twp. desires a comprehensive information/demonstration on the iLED technology to see the LED Message Board is being used it to its full potential.

- Carla provided the board with a copy of the email she received from Kyle Carnes at Vantage LED regarding the outstanding issues.
- We reviewed a sample of painted faux/foam brick (provided by Don Herbert) and decided against painting as a final decision.
- We agreed to propose a reduction of cost on the balance owed by the township to Vantage LED. Carla will communicate this to them and present the amount to the board for discussion at a future meeting.

- We also would like confirmation on maintenance support and warranty agreements.
 - o What materials does the warranty include or is the whole sign and attachments counted as one structure and subject to the warranty?
 - o What is the maintenance covered? Is there a standard maintenance schedule?
 - o Are parts and labor covered?
 - o If we make any adjustments to the sign ourselves under the direction of the tech support is the warranty still intact?

B) UMGA – TV Update – Don Herbert

- a. Don provided an update on the two new field cameras purchased by UMGA-TV.
- b. Next they will be upgrading the in studio cameras and equipment.

C) EMERGENCY NOTIFICATIONS

MCAB has invited and confirmed both Police Chief Nolan and Chief Fire Marshal, John Waters for the February 8, 2016 Media Communications Advisory Board Meeting.

- Carla will send the history of communication on this topic to the board and we will respond with questions and comments that we will pose during the 2/8 meeting so our peers can review and provide feedback.

D) Staffing for the Media Communications office

- a. The Board supports a part time position for a college student to work up to 29 hours a week and assist Carla with social media, administrative duties and other projects as assigned.
- b. We recommend contacting the career services coordinator at the surrounding local colleges to source for this role.

E) TOWNSHIP WEBSITE SUB-COMMITTEE – Carla Showell-Lee

No update. There is \$20K in the 2016 Township Budget to revamp the Upper Merion Township Website.

F) NEW BUSINESS –

- a. Real time traffic cameras – David
- b. Nixle subscription by UM Township – Pete
- c. Community center having a mirror to the LCD that will be in the lobby of the township building – Howard (?)

Meeting adjourned at 9:00PM