



Media Communications Advisory Board Meeting Minutes - 3/14/2016

Attendance: Howard Hoffman, William Carroll, Peter Kuhn, Portia Waller, Carla Showell-Lee, Greg Waks, Don Herbert, Eileen Rodrique

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

- I. Pledge of Allegiance**
- II. Approval of February 2016 MCAB Minutes with revisions**
- III. Carla announced she is resigning as of 3/18/2016 and has accepted a new position**
 - a. Carla informed us her position (CPIO) plus another full time role are posted online
- IV. Joint Meeting with the Board of Supervisors will be on 4/28 at 7:30**
 - a. Don will work on the PowerPoint
- V. LED MESSAGE BOARD UPDATE – Carla Showell-Lee and Don Herbert**
 - i. FEMA alerts – we can pick intervals before our messages start again
 - ii. Don is going to investigate how we can test the FEMA alerts and which alerts will come through on the sign
- VI. Comcast Agreement**
 - a. No update and no new meetings have taken place on this topic. Howard will follow up.
- VII. Staffing for the Media Communications office**
 - a. MCAB agreed and recommended the office of PIO and the marketing resources for the rest of the township (UM Park and Rec) should be shared to present a consistent branding of the township.
- VIII. TOWNSHIP WEBSITE SUB-COMMITTEE – Led by new CPIO**
 - a. No update. There is \$20K in the 2016 Township Budget to revamp the Upper Merion Township Website.
 - b. We discussed having the IT manager (Scott) and/or Civic Plus attend one of our meetings to do a demo of the new features.
 - c. We have also continued to research current municipal sites that were done by Civic Plus.

Meeting adjourned at 8:53PM