



Media Communications Advisory Board Meeting Minutes - 4/11/2016

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Peter Kuhn, Jim Kravitz, Portia Waller, Greg Waks, Don Herbert, Eileen Rodrique

Guest: Mark Bernard – applicant for CPIO position

6:00PM, Meeting called to order by Howard Hoffman

- I. Pledge of Allegiance**
- II. Comments from Chairman**
- III. CPIO Vacancy Update – Greg Waks**
 - a. **There are 14 applications and 8 applicants will be interviewed for the role.**
 - b. **MCAB will meet the finalist**
- IV. Join Meeting Topics for 4/28**
 - a. **Dave Rassbach, Eileen Rodrique, Pete Kuhn will not be in attendance**
 - b. **Don handed out copies of the presentation from 2015 and we decided on order of speaking parts and updates to slides**
 - i. LED Message Board Project – Jim
 - ii. DAS Ordinance – Howard
 - iii. Cable Franchise Fees – Jim
 - iv. Comcast Franchise Agreement – Howard
 - v. Social Media (Facebook, Twitter, Vimeo and Website) – Don
 - vi. Township Lines – Portia
 - vii. E-Newsletter – Portia
 - viii. UM Information Portal LCD - Portia
 - ix. UMGA-TV Compilation Video – Don
 - x. 48th Annual PSATS
 - xi. 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
- V. Comcast Agreement**
 - a. No update and no new meetings have taken place on this topic. Howard will follow up.
- VI. Franklin Maps Renewal of printing and distributing Township Lines**
 - a. Franklin Maps sent a renewal contract to us proposing new terms (attached)

- b. We agreed the wording in the new contract is too generalized and vastly different from the in force/expiring contract.
- c. The MCAB board agreed we would go month to month until the new CPIO negotiated the terms of the new contract.

VII. LED Sign Update – Don

- a. Seal has been installed and modules replaced
- b. Pixels are not lighting or discolored
- c. We may consider installing uplighting in the future.

VIII. 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.

IX. 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 8:33PM