

Media Communications Advisory Board Meeting Minutes - 5/9/2016

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

Guest: – Gerri Vattimo, Marketing & Special Events Manager

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

- I. Pledge of Allegiance**
- II. Comments from Chairman**
- III. Conference call with Civic Plus**
 - a. The conference call unearthed more questions than answers.
 - b. Once the new CPIO is in their role they will lead this effort.
 - c. Overall we decided we needed more details from Civic Plus and asked that they send us their top 10 municipal websites by design.
- IV. LED Sign**
 - a. We agreed to shorten the message display time to 10 seconds. It is currently at 15 seconds.
- V. Franklin Maps Renewal of printing and distributing Township Lines**
 - a. No new updates.
- VI. 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.

Meeting adjourned at 8:45PM