

MCAB Minutes 7/11/16

In Attendance

Howard Hoffman
David Rassbach
Eileen Rodrique
Peter Kuhn
Allison Pimm
Greg Waks

David Amsterdam - Franklin Maps

7:08pm - Pledge of Allegiance

New Business

Township Lines Discussion with David Amsterdam, Franklin Maps

David Amsterdam - Spoke of the history of the Township lines relationship. Proposed the publication in 2010, and has been publishing it ever since. Has been working since mid-March without a renewed contract, as per Carla.

Prior to printing summer 2016 publication, received email from Gerri Fatimo (see attached), stating we are not working together anymore.

Howard Hoffman explained that the ad space has become overwhelming.

Amsterdam said this keeps costs as low as possible, the goal is to be 60% content, 40% ad space. Latest issue was 32 pages

Hoffman asked if this was truly a collaborative relationship

Amsterdam - We currently do not have a contract, we cannot go on without a contract.

David Rassbach discussed previous conversations with the board and Carla as to how the board has felt about the direction the publication is going.

Allison Pimm said she will followup on what else transpired in the communications.

Rassbach where did the content come from?

Pimm Content accuracy will be an ongoing concern

Amsterdam stated that they will continue to produce a township ad book, hopes we can continue to work together.

David Amsterdam left the meeting at 7:37pm

Discussion continued about “rogue content” development, and UMT not have the ability to proof said content.

Township Lines Update - Allison Pimm

Hoffman, How do we continue on and solve the business issue..?

Allison Pimm Presentation of alternatives.

Hometown Press - Will not work with us because of Franklin Maps
Creative Color Graphics

Homer - Will provide quote on producing publication with every door delivery

Hoffman - Can we both co-exist? Why not give the information to Franklin to ensure it is correct, as well as to the selected vendor?

Pimm - Homer is also interested in bidding on website redesign

Hoffman - Allow Allison to move forward to make recommendations as to which way to proceed.

Eileen Rodrique brought up opening of the community center

Pimm - The fall issue will be highlighting the opening of the new Community Center. She will look into having Franklin Maps do a one-off issue to cover this.

Allison will meet with David Amsterdam, as well as evaluate other vendors/options. She will give her recommendations on moving forward.

Reports:

Comcast

Pimm spoke with Mr. Kraynik about the contract. Mr. Kraynik need to know how to proceed.

Rassbach - I think this is as good as we are going to get.

Hoffman - I say we move forward with the agreement.

Verizon

We are still looking at the consortium agreement,
Walco(?) will look at the DAZ ordinance.
What is the status quo on the agreement?

Website

Pimm has contacted vendors and is gathering information on site development.

Homer did a UM site in the past, not happy with the product.

Civics Plus (current site dev.) upgrade of \$27,000. Pimm informed the board she feels we can do better, and more cost effectively.

Hoffman - We need to give more autonomy the PIO for the design and implementation of the site.

Pimm will contact potential vendors and have them present to the board.

LED Sign Update

Effectuated modules were replaced, did not solve the issues.

Ribbon cables replaced, did not fix the issue.

Flickering in the sign is a dead giveaway that something is wrong, need more diagnostics from vendor.

Integration of UMPR with the rest of the Township

How can we control "Brand Creep"?

Who should Pimm talk to about the divergence of the Township look and UMPR's look?

Pimm will provide example of how a unified brand will serve the township at the next meeting.

Social Media

Currently our social media policy is one way, going out. Nothing ever comes back.

What is our deletion policy for posts on the website and Facebook?

The board need to look into this further.

Hoffman motioned to adjourn at 8:53pm, **Rodrique** seconded, meeting adjourned.