

## **Media Communications Advisory Board Meeting Minutes - 11/14/2016**

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Peter Kuhn, Jim Kravitz, Portia Waller, Greg Waks, Allison Pimm, GlennAnne Chabala, Don Herbert

Guest: – LED Sign Vendor, Bill Clark

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

### **I. Pledge of Allegiance**

### **II. Continuation of the preview of LED Sign on a trailer – Bill Clark**

- a. Residents within 500 yd were invited to the meeting although none showed up
- b. The sign was on at 30% brightness
- c. GlennAnne – downstairs in the community center building there is an emergency box with a breaker marked street sign but we are not sure which conduit is wired to it
- d. Another concern previously was the line of sight coming up Valley Forge Road. This was addressed with a line of sign diagram provided by Don. The trees can be cut back that are on the line of the community center property can be moved per Russell.
- e. Our next step after confirming we want to keep the location for the sign alongside Valley Forge Road will be to send the letters again to the residents' certified mail so we have proof of delivery.
- f. The Board suggests we put a digital sign alongside Valley Forge Road and keep the digital sign for the actual building and there is no perfect line of sight.
- g. Other locations discussed were other township property locations as well as private property locations
- h. The Shade Tree Beautification Committee may be able to confirm the type of trees.
- i. Don will work on renderings with Bill (vendor) of illuminated static signs as another option for December's meeting

### **III. Township Lines**

- a. Current King of Prussia News is up to 32 pages with ads
- b. Homer is in consideration however they wanted us to contact all businesses within the township
- c. Allison confirmed with Homer we can move forward without contacting every business
- d. Allison met with Eric Goldstein from the KOP Bid to gauge what he thought the business interest would be in our magazine
- e. 4-8 page publication in Fall 2016 to has been completed by Homer and sent out all township residents
- f. If the Board decides on Homer we would be using the same vendor as Parks and Recreation
- g. We consider Homer as our vendor a year and then re-evaluate how we want to approach the ad selling of the ads

- h. Allison will get more details from Homer on combining the UMPR and Township Lines into one publication three times a year
- IV. Website Proposal**
  - a. Kim met with IT and reviewed the back end of the website and did an estimation of effort
    - i. Documents are individual files and not organized into a library
    - ii. Civic Plus said there is an API module for us to pull the documents and organize them
    - iii. If Kim does the development work to connect the API to our website it will add approx. \$1,200 for a total of approx. \$16,500
    - iv. Kim will provide an additional scope of work for development
  - b. Who will be the committee?
- V. Comcast Franchise Agreement**
  - a. Comcast paperwork has been received
  - b. Check for school district has been delivered in the amount of \$22,500
  - c. Presentation of check will take place on 11/28 at 7pm at the Board of Supervisors Meeting in the LGI room
- VI. Adjournment - Meeting ended at 9:40pm**