

## **Media Communications Advisory Board – February 13, 2017 Minutes**

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Jim Kravitz, Allison Pimm, Don Herbert, Greg Waks

### **New Business**

**Citizen Survey** - David Rassbach suggested the Township perform another Statistically Relevant Survey. He raised this issue that Survey Monkey may skew the demographics within the Township. Jim Kavitz raised the issue that the Census is 7 Years old and the demographics within the Township have changed.

**Community Center Sign** – Continued discussion whether the sign should be Static or Dynamic (LED) the price differential is about \$19,000. As well the site lines are limited vs the sign at the Township Building. Overall impression was that the new vendor Signature Sign, Inc. was very detailed and provided great quality products. The board discussed various options including the township logo should be illuminated, protection against bird nesting. The Community Center Board will arrange a live demo.

**Website Discussion** - Alison Pimm will be the Webmaster, website changes will be performed by the new Communications Coordinator. Requirements for the position Bachelor's Degree and 3 years experience. An Intern position will be created as well

**Township Lines** the Board continued discussions on releasing the first of 3 editions.

**Joint Meeting** - (Thursday, April 13th 8:00 - 8:30 pm)

**eNewsletter** – We will change platforms this summer, in line with the website launch. Going forward, we will be using Robly, and we will have three separate lists (township, Parks & Rec, Library) under one account.

Adjourn: 8:50PM