

March 13, 2017 – MCAB Minutes

Media Communications Advisory Board Meeting Minutes - 3/13/2017

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

Guests - None

7:00PM, Meeting called to order by David Rassbach

- i. Pledge of Allegiance
- ii. Township Lines
- iii. LED Sign – Community Center
 - a. Debate on what the messaging should be on the sign
 - b. Sight line still being debated
- iv. Franchise Agreement Fee
- v. Join Meeting Discussion
 - a. Keep basic agenda
 - b. Revamp Analytics for Social Media
 - c. PSATs awards
 - d. Mention website as mobile friendly
 - e. Remove DAS Ordinance
- vi. IV. Website Review
 - a. Search results should highlight the term searched in the search results
 - b. Remove Home from top menu
 - c. Make search have an area where you can put test
 - d. In Mobile top menu Calendar, News, Doc & Forms, Contact Us seem to fade in background. Possibly use blue.
- vii. Adjournment - Meeting ended at 8:43 pm