

Media Communications Advisory Board Meeting Minutes - 6/12/2017

Attendance: H. David Rassbach, Howard Hoffman, William Carroll, Jim Kravitz, Portia Waller, Blake Holden, Pete Kuhn, Allison Pimm, Greg Waks

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

I. Pledge of Allegiance

II. Review, edit and approve February and May minutes with changes

III. Website Update

- a. Allison Pimm, CPIO, presented updates to the new (unreleased) website. It will take approximately four more weeks to complete content migration. The MCAB will review the website as is at the July 10 meeting, which will take place in the Board Room
- b. The new website will have more improved content organization than the existing site.
- c. The Chairman of the MCAB suggested a website launch party in the PIO office
- d. The township will likely be utilizing Wordpress Engine for hosting the new site, and will incorporate Google Analytics

IV. Township Lines Update

- a. Allison Pimm believed Township Lines would launch with the new provider at the end of June. There will be an ad for advertising options in Township Lines, for any businesses looking to place an ad in the next issue(s)

V. Community Center Sign Discussion

- a. The Community Center Complex Advisory Board decided to install a static sign at the Community Center. The Chairman and Vice Chair of the Board of Supervisors will review the plan/sign at the July 13 BOS workshop meeting
- b. It was suggested that there should be an LED message board sign in the Town Center, as there will be a Fire Substation there

VI. Discussion of Citizen Survey

- a. The Police Department has suggested a Citizen Survey as a goal for 2018. Allison Pimm will contact Franklin & Marshall (who completed the last two surveys) to present to the MCAB, ideally in a larger room so other groups can attend. Potentially the survey will be approved for 2018 budget.

VII. Social Media Policy Update

- a. Township Leadership is concerned about Right to Know regulations versus keeping communications one-way. Allison Pimm will work on contacting Lower Merion and Radnor townships for additional ideas and concerns regarding two-way communication on their social media

VIII. Adjournment - Meeting ended at 8:23 pm

