

## **Media Communications Advisory Board Meeting Minutes - 9-11-17**

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

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

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

**II. Chairman comments:** Chairman commented that the board need resolution with the current minutes, Blake needs to be more proactive in getting the minutes correct and accurate.

**III.** Rassbach motioned to approve July/August Minutes, Kravitz 2nd

### **IV. Reports**

#### **a. Township Survey**

- i.** Allison Pimm briefed the board as to where we stand with the publishing of township survey.
- ii.** Jim Kravitz questioned the cost and content of the quote, would also like to know what will be included in the quote.
- iii.** Howard Hoffman noted that the quote was commensurate with past costs of doing a survey.
- iv.** Jim Kravitz asked if we have received the results of the B.I.D. survey.
- v.** David Rassbach recommended sending the quote to the BOS. Hoffman 2nd'd, motion was approved unanimously.

#### **b. Website Update**

- i.** Allison Pimm informed the board that we are getting close to launching the new website. Allison will have admin right to the new site, allowing her to adjust and update the site in a timely manner. She is still working with the developer in correcting some minor tech issues relating to functionality of the Civics Plus site we are currently using.
- ii.** Currently looking at a mid-end of October launch date.

**c. Township Lines**

- i. Allison briefed the board as to the status of Township Lines. Currently looking at an October 2nd mailing.
- ii. As of today, we are looking at not using ads for 2018 Township Lines; would be designed in-house and printed by a vendor
- iii. Howard Hoffman asked if we should invite Homer in to talk to us about moving forward. Allison said that currently, Homer is not having any success with sales for ads.
- iv. Portia Waller added that we should include a few questions about the interest of Township Lines in the Township Survey.
- v. Howard asked Allison to get pricing on 1, 2, & 3 issues for next year.
- vi. Allison agreed to use Amanda (Communications Coordinator) as an in-house resource to do design/layout of Township lines until we can get a working quote from other vendors.

**d. Community Map**

- i. Allison expressed that people want a new community map. She is currently looking at vendor to produce said map.

**e. House Bill 1620**

- i. Howard. discussed House Bill 1620, a DAS related ordinance. Currently HB1620 will supersede all local DAS ordinances. Howard motioned for the MCAB to oppose HB1620, David 2nd'd and passed unanimously.

**Additional Business**

Supervisor Waks informed the MCAB that this year's township Citizen Board Appreciation Luncheon will be held at Maggiano's Little Italy, in King of Prussia, October 29th, 2017

8:03 pm Peter motioned to adjourn the meeting, Portia 2nd.

Meeting adjourned at 8:03PM