

## **Media Communications Advisory Board Meeting Minutes - 10-16-17**

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

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

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

**II. Chairman comments:** Mr. Hoffman discussed the issue the board is having with secretary not attending our meetings. Stated that he will reach out to Blake and ask if he is still interested in serving on the MCAB.

**III.** September minutes were review and revised, accepted with revisions. Howard Hoffman motioned for acceptance, Portia Waller 2<sup>nd</sup>.

### **IV. Reports**

#### **1) Township/Citizen Survey**

- Allison Pimm briefed the board as to progress of moving forward on a Citizens Survey. It was discussed that Franklin & Marshall should make a Q1 presentation in a supervisor's workshop.

#### **2) Website Update**

- Allison Pimm is currently proofing content on the newly designed website, getting ready for launch.
- Jim Kravitz asked if Park & Rec has their own website, Allison informed us that Park and Rec's website is contained within the township site, and the only time anyone will leave the domain is when making online payments for programs.
- Peter Kuhn asked when the new site will be launched. Allison is looking at a December 15 target date for the launch. She also said that the new site still needs to be reviewed by department head prior to launch.

### **3.) Township Lines**

- Allison informed the board that we are currently looking at doing 2 issues, with minimal ads. Allison is researching production cost for doing a 3<sup>rd</sup> issue, designed in house.
- Allison is also looking into more affordable production only printing services.
- Peter Kuhn asked if there is a way to incorporate DECA students from the UM High School into the ad sales process.
- Jim Kravitz said he will reach out to the DECA program to see if there is any interest in moving in this direction.

### **4.) Community Map**

- Allison Pimm confirmed that we are moving forward on a new community map. She also confirmed the size and format on the new map.
- David Rassbach stressed the importance of the data for the map to be as current and accurate as possible.

### **4.) House Bill 1620**

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

### **New Business**

There was no new business discussed at this meeting.

Jim Kravitz motioned to adjourn the meeting, Portia Waller. 2nd.

Meeting adjourned at 8:19PM