

## **Media Communications Advisory Board Meeting Minutes - 11-13-17**

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

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

- I. Pledge of Allegiance**
- II. Chairman comments** – Howard Hoffman commented that the township had restructured and Sally Slook was attending to explain the changes
- III.** October minutes were reviewed and revised, and accepted with revisions. Howard Hoffman motioned for acceptance, Portia Waller 2<sup>nd</sup>.
- IV.** Sally Slook attended and informed the board that she wanted to “get a feel of the MCAB board”; also informed us that she will be overseeing both the PIO and Parks and Rec departments
- V. New Business**
  - a. Supervisor Waks informed the board that Blake has turned in his resignation from the MCAB board.
  - b. Mr. Waks and Ms. Slook spoke about the Township having a more cohesive “look & feel” across all brands, i.e.: P&R, Library, UMPD, all sharing the same brand guidelines.
    - Pete Kuhn suggested we put together a meeting of all stake holders to discuss
    - Howard Hoffman suggested that we put together a plan to migrate all brands to reflect the accepted look of the new website
- VI. Old Business**
  - a. **Website Update**
    - Allison Pimm is currently proofing content on the newly designed website, getting ready for launch. Looking at an EOY launch

- Portia Waller inquired if there is a plan in place to market the launch of the new site, i.e.: social media/newsletter.
- David Rassbach noted that the folder structure on the new site is much easier to read/search than the existing site.
- Portia Waller asked if we need to give Allison some support on how to get more subscribers
- Allison Pimm mentioned that it might be a good idea to create a short video with UMGA to promote the new website launch.
- Howard Hoffman suggested that the new website should be included in the December BOS workshop meeting.
- It was also brought up that information could be sent home from school with information about the website launch

**b. Township Survey Update**

- Allison Pimm is waiting to confirm with Franklin & Marshall regarding a presentation to the BOS in the New Year.

**c. Township Lines Update**

- Jim Kravitz advised the Board that he has spoken to Jenny McCarthy at UMHS. She cannot attend the December or January meeting to listen to ideas about using the DECA club to help sell ads for 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.

Jim Kravitz motioned to adjourn the meeting, David Rassbach - 2nd.

Meeting adjourned at 7:55pm