



**UPPER MERION TOWNSHIP
MEDIA COMMUNICATIONS ADVISORY BOARD MEETING
12/11/2017**

ATTENDANCE: H. DAVID RASSBACH, PETE KUHN, JIM KRAVITZ,
PORTIA WALLER, BILL CARROLL, ALLISON PIMM, GREG WAKS

MEETING CALLED TO ORDER AT 7:03PM BY VICE-CHAIR H. DAVID
RASSBACH

*PLEDGE OF ALLEGIANCE

*MINUTES FROM NOVEMBER 13, 2017 MEDIA COMMUNICATIONS
ADVISORY BOARD APPROVED WITH REVISIONS.

*CHAIRMAN COMMENTS – FRANKLIN AND MARSHALL CITIZEN SURVEY
WILL BE ON THE JANUARY 2018 MEDIA COMMUNICATIONS ADVISORY
BOARD AGENDA.

REPORTS

1) NEW TOWNSHIP WEBSITE – ALLISON PIMM

*NEW TOWNSHIP WEBSITE WILL LAUNCH THE LAST WEEK OF
DECEMBER 2017.

*ON 12/8/2017 UPPER MERION BOARD OF SUPERVISORS REVIEWED THE
NEW TOWNSHIP WEBSITE AND IT WAS WELL RECEIVED.

*NEW WEBSITE TO BE PROMOTED VIA E-NEWSLETTER, SOCIAL MEDIA,
AND TWO VIDEOS PRODUCED BY UMGA-TV.

*CHIEF PUBLIC INFORMATION OFFICER TO BE THE WEBMASTER FOR
THE TOWNSHIP WEBSITE.

*CHIEF PUBLIC INFORMATION OFFICER RECEIVING TRAINING FROM
THE WEB DEVELOPER ON 12/12/2017.

*UPPER MERION TOWNSHIP OWNS ALL CONTENT ON NEW WEBSITE.

*PARKS AND RECREATION DEPARTMENT WILL CONTINUE TO USE
“COMMUNITY PASS” FOR PROGRAM REGISTRATION AND PAYMENT.

2) TOWNSHIP LINES – JIM KRAVITZ

*JENNY McCARTHY, UPPER MERION AREA HIGH SCHOOL
DISTRIBUTIVE EDUCATION CLUB OF AMERICA (DECA) IS UNABLE TO
ATTEND AN EVENING MEETING WITH THE MEDIA COMMUNITIONS
ADVISORY BOARD.

*HOWARD, HOFFMAN, JIM KRAVITZ, AND PETE KUHN TO FORM A
TASK FORCE FOR THE TOWNSHIPS PUBLICATION TOWNSHIP LINES.
THIS TASK FORCE WILL CONDUCT A DAYTIME MEETING WITH MS.
McCARTHY TO DISCUSS DECA’S ROLE IN HELPING WITH ADS FOR
TOWNSHIP LINES.

NEW BUSINESS

1) TOWNSHIP BRANDING – ALLISON PIMM

*EARLY IN 2018 UPPER MERION TOWNSHIP DEPARTMENTS WILL
CONVENE A MEETING TO DISCUSS TOWNSHIP BRANDING.

MEETING ADJOURNED AT 8:03PM.

MINUTES SUBMITTED BY BILL CARROLL