



**UPPER MERION TOWNSHIP  
MEDIA COMMUNICATIONS ADVISORY BOARD MEETING  
2/12/2018**

**ATTENDANCE:** HOWARD HOFFMAN, H. DAVID RASSBACH, PETE KUHN,  
PORTIA WALLER, BILL CARROLL, ALLISON PIMM

MEETING CALLED TO ORDER AT 7:02PM BY CHAIR HOFFMAN

**\*PLEDGE OF ALLEGIANCE**

**\*RE-ORGANIZATION:**

LED BY PORTIA WALLER TEMPORARY CHAIR.

NOMINATIONS MADE TO RE-ELECT HOWARD HOFFMAN CHAIR.

NOMINATIONS MADE TO RE-ELECT H. DAVID RASSBACH VICE-CHAIR

NO NOMINATIONS MADE FOR SECRETARY (TO BE DETERMINED)

**\*APPROVAL OF MINUTES**

DECEMBER 2017 MEDIA COMMUNICATIONS ADVISORY BOARD MEETING  
APPROVED WITH REVISIONS

**\*CHAIRMAN COMMENTS**

CHAIRMAN COMMENTED HE WAS PLEASED WITH NEW TOWNSHIP  
WEBSITE WHICH LAUNCHED THE LAST WEEK OF DECEMBER 2017.

ADDITIONAL COMMENTS:

-CLEAN UP OF BROKEN WEB LINKS

-GOOGLE ANALYTICS IS BEING USED TO EXAMINE WEBSITE TRAFFIC.

**REPORTS**

**TOWNSHIP LINES**

TWO ISSUES PLANNED MARCH/APRIL & AUGUST/SEPTEMBER WITHOUT  
DECA PARTICIPATION; THREE ISSUES POSSIBLY WITH DECA  
PARTICIPATION.

JIM KRATIZ TO REACH OUT TO JENNY McCARTHY, SPONSOR OF UPPER  
MERION AREA HIGH SCHOOL DISTRIBUTIVE EDUCATION CLUB OF  
AMERICA (DECA) REGARDING HAVING STUDENTS SELL ADS FOR  
TOWNSHIP LINES. HOWARD, HOFFMAN, JIM KRAVITZ, AND PETE KUHN  
FORMING TASK FORCE WHO WILL CONDUCT A DAYTIME MEETING WITH  
MS. McCARTHY

ALLISON PIMM TO COME UP WITH NUMBER OF PAGES FOR ADS AND PRICING. DECA STUDENTS TO RECEIVE A YET TO BE DETERMINED PERCENTAGE OF WHAT THEY SELL.

### **CITIZEN SURVEY**

UPPER MERION BOARD OF SUPERVISORS APPROVED FUNDING FOR CITIZEN SURVEY. CITIZEN SURVEY TO BE DISCUSSED AT APRIL 5<sup>TH</sup>, 2018 BOARD OF SUPERVISORS WORKSHOP.

### **ADVERTISING POLICY ON UPPER MERION TOWNSHIP WEBSITE**

MEDIA COMMUNICATIONS ADVISORY BOARD RECOMMENDS NO ADVERTISING ON THE WEBSITE. IF THE UPPER MERION FARMERS MARKET DOES COME UNDER TOWNSHIP MANAGEMENT THAT VENDORS COULD BE LISTED BUT NO LOGOS SHOWN. ALSO, A DISCLAIMER SHOULD BE LISTED STATING THAT THE LIST IS NOT AN ENDORSEMENT BY UPPER MERION TOWNSHIP.

### **REBRANDING**

REBRANDING WILL BE DISCUSSED AT FEBRUARY 22<sup>ND</sup> BOARD OF SUPERVISORS WORKSHOP.

MEDIA COMMUNICATIONS ADVISORY BOARD RECOMMENDS THE FOLLOWING:

- \*ALL REBRANDING GO THROUGH THE CHIEF PUBLIC INFORMATION OFFICER.
- \*UPPER MERION TOWNSHIP DEVELOP A STYLE GUIDE AND VARIANTS ON EXSISTING TOWNSHIP SEALS.
- \*NO NEW LOGOS BE CREATED BY TOWNSHIP DEPARTMENTS MOVING FORWARD..
- \*UPPER MERION TOWNSHIP CONSIDER AN RFP SEEKING A BRANDING COMPANY TO HELP GUIDE THE TOWNSHIP IN THE REBRANDING PROCESS.

### **WEBSITE SUBDOMAIN**

MEDIA COMMUNICATIONS ADVISORY BOARD RECOMMENDS A SUBDOMAIN INTERGRATION PLAN. EACH DEPARTMENT OF THE TOWNSHIP HAVE THEIR OWN SITE UNDER THE DIRECTION OF THE CHIEF PUBLIC INFORMATION OFFICER. ALLISON PIMM TO GET QUOTES ON COST FOR DEVELOPMENT OF SUBDOMAINS.

### **NEW BUSINESS**

#### **SENSITIVITY TRAINING**

UPPER MERION BOARD OF SUPERVISORS DESIRE TO HAVE ALL TOWNSHIP EMPLOYEES, REPRESENTATIVES, AND CITIZEN BOARD MEMBERS PARTICIPATE IN SENSITIVITY TRAINING.

MEETING ADJOURNED AT 8:27PM.  
MINUTES SUBMITTED BY BILL CARROLL