

MCAB Board Minutes

Date: May 14, 2018

<u>Board Member</u>	<u>Attendance</u>
Howard Hoffman (Chairman)	Present
David Rassbach (Vice Chairman)	Not Present
Jim Kravitz (Secretary)	Present
Peter Kuhn	Present
Bill Carroll	Present
Portia Waller	Present
Greg Waks (Supervisor Liaison)	Present
Allison Pimm (Staff Liaison)	Present
Don Herbert (Staff Liaison)	Not present

Called to Order: 7:03pm

I. Pledge of Allegiance

II. Approval of February and March 2018 Meeting Minutes

The Board reviewed and approved the April 2018 meeting minutes with revisions. Howard Hoffman made a motion to accept the minutes with revisions which was seconded by Bill Carroll

III. Comments from the Chairman

Chairman Hoffman made a comment as to the good job that the MCAB did at the Joint Meeting with the Board of Supervisors. He also made note of the fact that the Board of Supervisors had approved Franklin & Marshall to do the community survey.

IV. Reports

- Franklin & Marshall Community Survey Discussion

Franklin & Marshall provided the MCAB with a printout of the areas that were addressed in the past survey done in Upper Merion years ago. The MCAB reviewed and discussed these areas as to their pertinence to our community today as well as other areas that may be addressed in this upcoming survey. We will also contact the municipal department heads as to any topics they would like included in the survey.

IV. Reports (Cont.)

- Township Branding Initiative Discussion

Allison Pimm (CIO) reached out to multiple branding agencies and received back 3 proposals so far for the township's Brand Alignment. The MCAB reviewed and discussed the 3 current proposals and are awaiting other proposals as well.

V. Adjournment

Pete Kuhn made a motion to adjourn. It was seconded by Portia Waller.

The meeting was adjourned at 8:05p.m.