

MCAB Board Minutes

Date: October 15, 2018

<u>Board Member</u>	<u>Attendance</u>
Howard Hoffman (Chairman)	Present
David Rassbach (Vice Chairman)	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: 7:02pm

I. Pledge of Allegiance

II. Approval of September 2018 Meeting Minutes

The Board reviewed and approved the September 2018 meeting minutes . Howard Hoffman made a motion to accept the minutes. They were accepted by Bill Carroll and were seconded by Pete Kuhn.

III. Comments from the Chairman

Chairman Hoffman made a comment that he attended the joint meeting of the chairs of the Advisory Boards and told the MCAB that the Police and Fire departments will be merged into the Public Safety Department. Howard Hoffman also commented that he mentioned that the MCAB was underwhelmed by the results of the DECA club soliciting ads for the Township Lines publication. He also mentioned the Advisory Board luncheon is at Maggiano's on November 4th.

IV. Reports

- Township Lines Publication Update

Allison Pimm reported that she will reach out to Jen McCarthy at Upper Merion High School and see if the DECA club is serious about selling ads for the Township Lines Publication. If not, the MCAB will look into other options.

IV. Reports (Cont.)

- Community Survey Discussion

The MCAB reviewed and discussed the first draft of the resident survey and made changes, corrections and additions to it.

V. New Business

- Social Media Discussion

Pete Kuhn recommended that we start producing content specifically for social media. Some of the content that is produced by the TV station needs to be refocused for social media. There is a natural evolution to social media and the MCAB wants to be involved and proactive in this evolution to social media.

VI. Adjournment

Portia Waller made a motion to adjourn. It was seconded by Bill Carroll.

The meeting was adjourned at 10:53p.m.