

Media Communications Advisory Board

November 12, 2018

Minutes

Howard Hoffman
David Rassbach
Peter Kuhn
Michael Cusack
Portia Waller
Greg Waks
Allison Pimm

7:02 called to order

Pledge of Allegiance

Approval of minutes Peter Kuhn, second David Rassbach

Comments from the Chairman

None

Reports

Township lines Update

Allison reached out to Jen as to status of DECA sell ads... no response

Community survey update

Final draft went to BoS for final review

Programming development for social media

Allison is reworking a job description for a DCC (Digital Content Creator).

New Business

2019 PIO Initiatives discussion

Township Branding

The Media Communications Advisory Board recommends the BOS begins the process of generating an RFP to lay the groundwork for the brand migration plan.

Portia Waller moved to adjourn, Michael Cusack second.

Adjourned 8:13pm