

Media Communications Advisory Board (MCAB) – Minutes

January 14, 2019

Board Member

Howard Hoffman (Chairman) – Present
David Rassbach (Vice Chairman) – Present
Michael Cusack (Secretary) – Present
Bill Carroll – Present
Peter Kuhn – Present
Portia Walker – Present
Jim Kravitz – Present
Greg Waks (Supervisor Liaison) – Present
Allison Pimm (Staff Liaison) – Present

Call to Order: 7:05 p.m.

Pledge of Allegiance

Approval of December 2018 Meeting Minutes

The Board reviewed and approved the December, 2018 meeting minutes, with changes. Bill Carroll made a motion to accept the minutes, and Peter Kuhn seconded.

Reorganization

1. Election of Temporary Chair – Jim Kravitz
2. Election of Chair – Howard Hoffman
3. Election of Vice Chair – David Rassbach
4. Election of Secretary – Michael Cusack
5. 2019 Meeting Times and Dates Approval

Old Business / Reports

1. DECA
Allison will meet with Jenny McCarthy and students to go over the advertising proposal this week. She will follow up with the Media Advisory Board and Chairman of the Board of Supervisors Waks with the results of the meeting. Pending the results of the meeting, the MCAB may consider opening up the opportunity for other clubs to sell advertisements.
2. Community Survey Update / Discussion
The final questionnaire will be presented to the Board of Supervisors at a workshop on Feb. 4th at 7:30 p.m.
3. Brand Migration RFP Discussion
Members of the MCAB will contact potential suppliers and funnel this information to Allison Pimm.

4. Digital Content Coordinator
Position was posted internally and externally by Upper Merion HR Department in December of 2018.

5. Community Center LED Sign
MCAB has offered guidance to the Community Center Advisory Board re: installation of an LED sign at the Community Center.

New Business

Adjournment

Bill Carroll made motion to adjourn at 8:15 p.m. Peter Kuhn seconded.