

## Media Communications Advisory Board (MCAB) – Minutes

March 11, 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: 7:01 p.m.

### **Pledge of Allegiance**

### **Approval of December 2018 Meeting Minutes**

The Board reviewed and approved the January, 2019 meeting minutes, with changes. David Rassbach made a motion to accept the minutes, and all board members voted in favor of approval.

### **Old Business / Reports**

1. DECA  
Township Lines will be printed this week. MCAB again discussed potentially opening up opportunity for other club(s) to sell advertisements. John Toleno will be invited to discuss this at a future meeting.
2. Community Survey Update / Discussion  
Survey questionnaire will be presented to BOS for review on March 28.
3. Brand Migration RFP Discussion  
Portia has a branding consultant her company has worked with. Portia, Allison, and consultant will have preliminary call, with plan to invite the consultant to a MCAB meeting to have an exploratory meeting to discuss the scope of the project.
4. Digital Content Coordinator  
Search to fill role continues.
5. Community Center LED Sign

### **New Business**

### **Adjournment**

Jim Kravitz made motion to adjourn at 8:12 p.m. Bill Carroll seconded.