

MCAB Board Minutes

Date: May 13, 2019

<u>Board Member</u>	<u>Attendance</u>
Howard Hoffman (Chairman)	Present
David Rassbach (Vice Chairman)	Present
Jim Kravitz	Present
Peter Kuhn	Present
Bill Carroll	Present
Portia Waller	Present
Greg Waks (Supervisor Liaison)	Present
Allison Pimm (Staff Liaison)	Present

Called to Order: 7:03pm

I. Pledge of Allegiance

II. Approval of September 2018 Meeting Minutes

The Board reviewed and approved the April 2019 meeting minutes with revisions. Pete Kuhn made a motion to accept the minutes. The motion was seconded by David Rassbach.

III. Comments from the Chairman

Chairman Hoffman made a comment that the UMGATV station should do a public service announcement regarding the Community Cupboard food bank that is available to the Upper Merion community.

IV. Reports

- Community Survey Update

Allison Pimm reported that Franklin and Marshall will conduct the community survey sometime in August of this year. It will take them 2 to 3 weeks to collect and compile the data and generate reports for Upper Merion.

- Digital Content Coordinator Update

Allison Pimm reported that the search continues for a permanent Digital Content Coordinator. Jenna Bednar, a former UM intern, will work in the position through the summer.

IV. Reports (Cont.)

- Township Lines Advertisement Sales Update

Allison Pimm will try to schedule a date with Dr. Toleno, the school district superintendent, to discuss working with other school clubs to sell advertisements in the Township Lines publication.

- Brand Migration Update

Allison Pimm provided to the MCAB a document showing many of the different township logos that are currently being used by the different township departments. This document will be forwarded to Kim Friedman for her review and feedback.

V. New Business

- Social Media Policy

Allison Pimm reported that this policy will be revisited and reviewed for possible changes.

VI. Adjournment

Pete Kuhn made a motion to adjourn. It was seconded by Jim Kravitz.

The meeting was adjourned at 8:30p.m.