

## Media Communications Advisory Board (MCAB) – Minutes

October 28, 2019

### Board Member

Howard Hoffman (Chairman) – Present

David Rassbach (Vice Chairman) – Present

Michael Cusack (Secretary) – Present

Bill Carroll – Absent

Peter Kuhn – Present

Portia Waller – Absent

Jim Kravitz – Present

Greg Waks (Supervisor Liaison) – Present

Allison Pimm (Staff Liaison) – Absent

Call to Order: 7:06 p.m.

### **Pledge of Allegiance**

### **Approval of August 12, 2019 Meeting Minutes**

The Board reviewed and approved the August 12, 2019 meeting minutes. David Rassbach made a motion to accept the minutes, Jim Kravitz seconded, and all board members voted in favor of approval.

### **Old Business / Reports**

#### 1. Social Media Policy

Greg Waks reported that the Social Media policy is still under review.

#### 2. Community Survey

#### 3. Township Lines

There has been no progress on the progress of soliciting assistance with advertising for Township Lines by the senior service center and the high school.

#### 4. Brand Migration Update

There has been no further progress on brand migration.

#### 5. Digital Content Coordinator

Digital Content Coordinator will be combined with the recent open position of Communications Manager, and will be full-time position. The job description finalization and candidate interviews

will be delayed until the return of Allison Pimm from maternity leave. Tony Hamaday hopes to have the role filled in early 2020.

6. King of Prussia News

The MCAB voted unanimously to recommend to the Board of Supervisors that it explore sending a cease and desist to the King of Prussia News as it relates to continued use of the Upper Merion Township logos in its publications.

**New Business**

1. Web domains

Peter Kuhn will explore what Upper Merion / King of Prussia web domains are available to purchase.

2.

3. Greg Waks reported that there will be a universal change to all Upper Merion Township Boards allowing for the addition of a student member. The MCAB is open to having a student member join as a board member without voting rights.

4. Greg Waks reported that Catalyst will attend the Board of Supervisors meeting on November 11, and will pitch ideas on digital billboards in the Township.

**Adjournment**

Jim Kravitz made motion to adjourn at 8:02 p.m. Michael Cusack seconded.