

Media Communications Advisory Board (MCAB) – Minutes

December 9, 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 October 28, 2019 Meeting Minutes

The Board reviewed and approved the October 28, 2019 meeting minutes, with a minor change. 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

Greg Waks reported that the Community Survey results were presented to the public with minimal feedback.

3. Township Lines

Greg Waks reported that he had spoken with Dick McCann, President of the Senior Service Center, regarding the opportunity to sell advertisements for Township Lines. Dick stated that the Center would likely be interested, and the issue will be revisited in early 2020.

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.

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.

7. FCC Franchise Fee Changes

The MCAB will stay vigilant but has heard nothing more from Verizon or Comcast on changes.

8. Catalyst Experiential – Visual Communications Facility

Greg Waks reported that Catalyst presented ideas on digital billboards in the Township to the Board of Supervisors. Discussions are ongoing. An ordinance will be developed prior to any plans being finalized.

New Business

1. Peter Kuhn will explore what Upper Merion / King of Prussia web domains are available to explore for purchase.
2. 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.
3. Podcast App Recommendation. Don Herbert will continue to develop concept of using podcast for BOS meetings, and will evaluate various platforms. MCAB will revisit next meeting.
4. Confirmation of Date of MCAB Reorganization Meeting for January 13, 2020.

Adjournment

Michael Cusack made a motion to adjourn at 8:06 p.m. Pete Kuhn seconded.