



Media Communications Advisory Board

Meeting Minutes

June 8, 2020

Opening

The regular meeting of the Media Communications Advisory Board was called to order at 7:05PM on June 8, 2020.

Present

Greg Waks, Peter Kuhn, William Carroll, Portia Waller, David Rassbach, Howard Hoffman, Jim Kravitz

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

There were no minutes to approve

Open Issues

- Digital Communications Coordinator Update – Tiffany Bellamy started in February and worked with Allison Pimm for about a month before the Township went to a work from home policy due to Covid-19. She is currently working on a project for Park and Rec and the Township to make sure the branding on Social Media and the Websites are consistent.
- Social Media Policy Discussion – The Township Solicitor prepared a Social Media Policy Document. The Township will allow comments to posts but can remove them if they are in violation to the Policy. Allison and Tiffany will be the coordinator for the Upper Merion Township Administration Website. The Library has their own coordinators as do Park and Rec and the Police Department.
- Brand Migration Discussion – The Township is not in a financial position to engage a consultant at this point due to loss of revenue from Covid-19. The goal

for the Brand Migration would be to get in on the Board of Supervisor's radar when funds are available again.

- Discussion about hosting Outside Advice Column in newsletter/eNewsletter – A respected medical practitioner and Township resident offered to write an advice column that would appear in Township line. The MCAB suggested that this would not be a good idea because the Township could end up assuming liability for the advice and open itself up to other individuals wanting to produce content for the Township newsletters.
- Discussion about airing religious services on UMGA-TV – It was suggested that Churches within Upper Merion Township would like to air services on the Government Access Channel (UMGA) due to not hosting services because of Covid-19. The MCAB thought this should not be possible because of the separation of Church and State. Additionally, other fringe organizations might claim to be Religious Organizations to avail themselves of the same ability

New Business

There was no new business to discuss.

Adjournment

Meeting was adjourned at 8:10PM. The next meeting will occur at 7:00PM on July 20, 2020, in the Administrative Conference Room.

Minutes submitted by: Howard Hoffman, Chair