

Media Communications Advisory Board (MCAB) – Minutes

July 20, 2020

Board Member

Howard Hoffman (Chairman) – Present

David Rassbach (Vice Chairman) – Present

Michael Cusack (Secretary) – Present

Bill Carroll – Present

Peter Kuhn – Present

Portia Waller – Present

Jim Kravitz – Present

Greg Waks (Supervisor Liaison) – Present

Allison Pimm (Staff Liaison) – Present

Call to Order: 7:07 p.m.

Pledge of Allegiance

Approval of the March and June Meeting Minutes

The Board reviewed the March and June 2020 meeting minutes. David Rassbach made a motion to accept the June 2020 minutes with slight changes, Bill Carroll seconded, and all MCAB members voted to approve. Peter Kuhn made a motion to accept the March 2020 minutes with slight changes, Jim Kravitz seconded, and all MCAB members voted to approve.

Comments from Chairman

Chairman Hoffman commented that he looks forward to the MCAB being able to meet in person, hopefully in the near future.

Reports

1. Podcast Discussion

Allison Pimm spoke with Don Herbert, who informed her that the Township had rolled out the Upper Merion Township podcast over the past few months. Don is working on adding content and repurposing the audio. The podcast is available on all major platforms. There will be an announcement alerting Township residents about the podcast in the near future.

2. Township communications plan development

Allison has been working on implementing a comprehensive Township-wide communications plan, and will prepare a draft of the plan to rollout to the MCAB in future meetings. She discussed the idea one social media plan that would be uniform across Township departments. Currently, several departments run their own social media platforms independently of one

another, and the flow of information across departments can at times be lacking. Implementing a centralized plan would hopefully remedy that situation.

3. Covid-19 related communications

Covid-19 has had a negative financial impact on the Township. Possible changes to the Township budget are being considered. Allison stated that Covid-19 caused a significant number of event cancellations in a short amount of time, so the Spring / Summer print issue of Township Lines contained much information that was no longer current. Allison raised the prospect of shifting the Fall / Winter Township Lines to digital publication, thereby allowing for real-time updating and editing. The MCAB discussed sending postcards to Township residents to advise them of any shift to digital, should Township Lines be published in that format.

New Business

1. Jim Kravitz raised the question of whether there was any plan by the Township to deal with potential positive Covid-19 cases at school when they reopen in the fall. Greg stated that the Upper Merion School District is a separate legal entity than the Township, and that the Township has no input on the actions of the School District.
2. Bill Carroll mentioned that the production trailer had been damaged during a storm, and that it was covered by insurance. Allison confirmed these events, and stated that Don replaced the trailer with a smaller one. Allison stated that, despite the Township's shift to more digital communication going forward, it had been determined that at least a small trailer is still necessary at this time.

Adjournment

David Rassbach made a motion to adjourn at 8:12 p.m. Bill Carroll seconded, and all Board members voted in favor.