

Media Communications Advisory Board (MCAB) – Minutes

September 14, 2020

Board Member

Howard Hoffman (Chairman) – Present
David Rassbach (Vice Chairman) – Present
Michael Cusack (Secretary) – Present
Bill Carroll – Present
Peter Kuhn – Present
Portia Waller – Absent
Jim Kravitz – Present
Greg Waks (Supervisor Liaison) – Present
Allison Pimm (Staff Liaison) – Present

Call to Order: 7:03 p.m.

Pledge of Allegiance

Approval of the March and June Meeting Minutes

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

Comments from Chairman

Chairman Hoffman again 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 is working with Tiffany Bellamy to solicit feedback from residents on content suggestions. The Upper Merion Township podcast has had an unofficial launch, and is available on several common podcast platforms. The podcast will be publicized and rolled out to Township residents in the near future. An official announcement will be forthcoming.

2. Social Media Policy Update

Allison is awaiting comments from the Township HR department and the Township Manager, which she hopes to receive within the next month. The draft policy Allison receives from the Township Manager will be presented to the MCAB and reviewed at the October meeting. This time table will allow for a planned implementation by January 1, 2021.

3. Township communications plan development

Allison has solicited feedback from other departments within the Township. There has been progress, not without challenges – but overall it has been a good process. 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.

4. Township Lines 2020 Update

Allison stated that she is hoping to get the virtual Township Lines edition on the Township website by mid-October. She has worked closely with the Parks and Rec. Department to solicit positive content that Township residents will hopefully find uplifting and meaningful. With traditional Township events not being held in person, this has been slightly challenging. A postcard advising Township residents of the virtual newsletter will go out in the near future.

Adjournment

Peter Kuhn made a motion to adjourn at 8:17 p.m. Bill Carroll seconded, and all Board members voted in favor.