

# MCAB Board Minutes

Date: November 9, 2020

<u>Board Member</u>	<u>Attendance</u>
Howard Hoffman (Chairman)	Present
David Rassbach (Vice Chairman)	Present
Jim Kravitz	Present
Peter Kuhn	Present
Bill Carroll	Not Present
Michael Cusack	Not Present
Portia Waller	Present
Greg Waks (Supervisor Liaison)	Present
Allison Pimm (Staff Liaison)	Present

Called to Order: 7:07pm

## **I. Pledge of Allegiance**

## **II. Approval of September 2018 Meeting Minutes**

The Board reviewed and approved the October 2020 meeting minutes with revisions. Pete Kuhn made a motion to accept the minutes. The motion was seconded by Howard Hoffman.

## **III. Comments from the Chairman**

Chairman Hoffman had no comments to make.

## **IV. Reports**

### **- Township Podcast**

The Upper Merion Township Podcast is now active with broadcast material and will continue to move forward with more programs and more material to disseminate to our community residents.

### **- Digital Township Lines Update**

The digital version of Township Lines was launched in mid-October. Allison Pimm reported that she has received positive feedback on the digital publication. She also reported that, due to public request, there is now an Adobe "PDF" format option now that can be downloaded. Each digital edition will also be archived on the township website. Portia Waller suggested that a link be established in the digital Township Lines publication that will enable local companies to contact the Public Information Office to

inquire about placing digital advertisements in the publication. Pete Kuhn was in agreement.

### **- Township Communications Plan**

It was discussed that the Township Communications Plan is still a work in progress. It will continue to be a continuing process to keep it up-to-date and relevant for township citizens.

### **- Township LED sign**

Allison Pimm reported that currently, Don Herbert is maintaining the LED sign which is located at the corner of Valley Forge and Henderson Roads outside of the Township Building. Multiple vendors have been contacted to see if they would be interested in providing an ongoing service support contract for the LED sign. To date, no vendors were willing to provide continuing service for the LED sign.

### **- Verizon Franchise Agreement**

The MCAB will review the Verizon Franchise Agreement and will begin discussions on renewing the agreement at the December meeting.

## **V. New Business**

There was no new business to report.

## **VI. Adjournment**

David Rassbach made a motion to adjourn. It was seconded by Portia Waller.

The meeting was adjourned at 8:30p.m.