

**MEDIA COMMUNICATIONS ADVISORY BOARD**  
**Hybrid Meeting: Virtual and Administration Conference Room**  
**April 11, 2022 Meeting at 7:00PM**  
**MINUTES**

ATTENDANCE

Howard Hoffman (Chairman) .....	Present	Jim Kravitz .....	Present
David Rassbach (Vice Chairman) .....	Present	Greg Waks (Supervisor Liaison) .....	Present
Bill Carroll .....	Present	Don Herbert (Staff Liaison) .....	Present
Peter Kuhn.....	Present	Tiffany Bellamy (Comm. Coord.) .....	Absent
Portia Waller .....	Absent		

The meeting was called to order at 7:05PM

**I. Pledge of Allegiance**

**II. Approval of Minutes**

1. March 2022

- Pete motioned to approve and Jim seconded. The motion passed unanimously.

**III. Comments from Chairman**

- The Chair had no comments.

**IV. Reports**

1. Update on MCAB Vacancy

- There was no update on the vacancy.

2. Update on Verizon Franchise Agreement – Solicitor’s Review

- The Solicitor’s review has not been received yet.

3. ReadyMontco Alert System

- Don participated in a training session conducted by Montgomery County’s Dept. of Public Safety and found that the system has multiple features that will enhance Upper Merion’s ability to inform its residents.
- Montgomery County expects to secure a new service agreement by the end of June. Upper Merion will solicit subscribers and begin using the system after the new agreement is secured.

4. Rebranding Initiative: Mission, Issue, Recommendation

- The MCAB adopted the following Mission Statement to help guide the Rebranding Initiative:  
“To establish and maintain an instantly recognizable standard for all Upper Merion Township communications.”
- The board agreed that the lack of consistency in the different department logos is a problem.
- The board also agreed to recommend that the Township reach out to marketing communication firms with a focus on branding.

5. Review Presentation for Joint Meeting: April 21 – 8:30PM to 9:00PM

- The board reviewed the PowerPoint presentation that guides the Joint Meeting discussion.
- The board agree that Don should make the presentation with members commenting as appropriate.

**V. New Business**

- No members had new business to bring up.

**VI. Adjournment**

1. With nothing further for the good of the group, Bill made a motion for adjournment and David seconded. The motion passed unanimously.

- The meeting was adjourned at 8:30PM.