

MEDIA COMMUNICATIONS ADVISORY BOARD
Hybrid Meeting: Virtual and Administration Conference Room
May 9, 2022 Meeting at 7:00PM
MINUTES

ATTENDANCE

Howard Hoffman (Chairman).....	Present	Jim Kravitz.....	Absent
David Rassbach (Vice Chairman).....	Present	Greg Waks (Supervisor Liaison)	Present
Bill Carroll	7:45PM	Don Herbert (Staff Liaison).....	Present
Peter Kuhn	Present	Tiffany Bellamy (Comm. Coord.)	Present
Portia Waller	Present		

The meeting was called to order at 7:15 PM

I. Pledge of Allegiance

II. Approval of Minutes

1. April 2022

- David motioned to approve and Portia seconded. The motion passed unanimously.

III. Comments from Chairman: No comments.

IV. Reports

1. Update on MCAB Vacancy: Student Member

- The Board of Supervisors is considering a revision to the existing ordinance to create student positions on certain citizen boards. A decision is expected by the next MCAB meeting.

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

- The Verizon draft agreement has been given to the solicitor for review. The Township manager has not received a report from the solicitor at the time of this meeting.

3. ReadyMontco Alert System

- Montgomery County has not provided an update on the current status of the Everbridge RFP. If the county secures a new agreement with Everbridge, the current system will continue uninterrupted. If the county switches to a new service, it is expected to be functional by the end of June.

4. Takeaways from Joint Meeting

- The Supervisors were receptive reviewing the Township’s branding practices with a focus on consistency and security.
- The benefit of more frequent interactions between citizen boards and the Supervisors will be addressed through the expected resumption of the quarterly morning meetings between the chairpersons’ and the Supervisors.

5. Rebranding Initiative: Next Steps

- Moving forward, the “rebranding initiative” will be referred to as the “branding initiative” as a more accurate title for the project.
- A subcommittee has been formed consisting of Pete, Portia, and David.
- The subcommittee’s first task is to create a list of questions to discuss with perspective Marketing and Communications Companies.

V. New Business

1. No new business was brought before the board.

VI. Adjournment

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

- The meeting was adjourned at 8:03 PM.