

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

ATTENDANCE

Howard Hoffman (Chairman)	Present	Michael Cardeiro	Present
David Rassbach (Vice-Chairman).....	Present	Maria Pemberton (Student Member)	Present
Bill Carroll	Absent		
Peter Kuhn.....	Present	Greg Waks (Supervisor Liaison).....	Present
Portia Waller	Present	Don Herbert (Staff Liaison)	Present
Jim Kravitz.....	Present	Tiffany Bellamy (Communications Coord.)	Absent

The meeting was called to order at 7:16PM

I. Pledge of Allegiance

II. Approval of Minutes

1. June 2022

- David motioned to approve the Minutes with one revision and Portia seconded. The motion passed unanimously.

III. Comments from Chairman

1. The Chairman announced that the MCAB has a new Student Member position. The Chairman introduced and welcomed Maria Pemberton as the first student to fill the position. Maria told the MCAB members about her background, interests, and future plans. The MCAB members welcomed Maria as well.

IV. Reports

1. Update on Verizon Franchise Agreement

- Don reported that we are waiting for the Township solicitor's formal review letter of the proposed agreement submitted by Verizon before we can have discussions with Verizon.
- The MCAB suggested providing Verizon with a map of the Township to draw where their service is available to confirm the extent of Verizon's build-out.

2. Update on ReadyMontco Alert System

- Don reported that both he and Tiffany are taking the on-line Everbridge training courses to learn the operations of the system before launching.

3. Discussion on Identity Management Plan

- The MCAB members decided to name the initiative the Township Brand Management Plan to better describe its purpose.
- Don reported that the Township manager would inform the Department Directors at an upcoming meeting of a hold on creating new logos.

V. New Business

1. The Chairman announced the upcoming Citizen Board Appreciation Social

- September 15, 2022 from 5:00PM to 7:30PM
- UM Township Pool – 431 W. Valley Forge Road

2. The Chairman reminded the members that there will not be a meeting in August.

VI. Adjournment

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

- The meeting was adjourned at 7:51PM.