

**MEDIA COMMUNICATIONS ADVISORY BOARD**  
**Hybrid Meeting: Virtual and Administration Conference Room**  
**September 12, 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 .....	Present		
Peter Kuhn.....	Present	Greg Waks (Supervisor Liaison).....	Present
Portia Waller .....	Present	Don Herbert (Staff Liaison) .....	Present
Jim Kravitz.....	Present	Tiffany Bellamy (Communications Coord.) .....	Present

The meeting was called to order at 7:02 PM

**I. Pledge of Allegiance**

**II. Approval of Minutes**

1. July 2022

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

**III. Comments from Chairman**

1. The Chairman noted that he has three items to discuss during new business.

**IV. Reports**

1. Update on Verizon Franchise Agreement

- Don informed the members that we are still waiting for the solicitor's formal review letter in order to approach Verizon with our requests.
- The MCAB members asked to have the matter addressed with more urgency with the goal of finalizing the agreement before the end of the year.

2. Update on ReadyMontco Alert System

- Don reported that Montgomery County's ReadyMontco coordinator will create an Emergency Alert and a Community Notification category for Upper Merion residents to sign up for when creating their profile that includes their UM address.
- Don informed that he intends to test the registration and notification process with staff and MCAB members before launching to the public.

3. Status of LED Sign

- Don reported that the LED sign turned 7 years old and has been out of warranty for 2 years.
- The members agreed that a budget request should be submitted to replace the LED portion of the existing sign in 2023.
- The members discussed securing quotes in 2023 for the possible installation of a second LED sign at the Community Center and Pool Complex and a third location to be determined, preferably south of 202 and the PA Turnpike, in 2024.
- Don will request a map of Township properties from the planner for possible locations.

4. Discussion on Identity Management Plan

- Tiffany presented a summary of the sub-committee's approach to evaluating the various logos currently in use and several proposed new design concepts.
- After an extensive exchange of ideas, it was agreed the sub-committee would meet again to incorporate suggested revisions to the proposed design concepts to further refine the MCAB's recommendations to the Supervisors.
- Supervisor Waks recommended scheduling a presentation to the Board of Supervisors during an upcoming workshop.

**V. New Business**

1. Reminder to RSVP for Citizen Board Appreciation Social
  - Don asked everyone to please RSVP ASAP if they not already.
2. The Chairman asked for the members feedback on adding TikTok to the Township's social media offerings.
  - The consensus of the members is that TikTok would add very little and Instagram Reels would be a better option for the Township.
3. The Chairman asked for the members feedback on two-way communication on the Township's Facebook page.
  - The consensus of the members is one-way communication on Facebook in accordance with the current Social Media Policy remains the best approach for the Township.

**VI. Adjournment**

1. With nothing further for the good of the group, Pete made a motion for adjournment and David seconded. The motion passed unanimously.
  - The meeting was adjourned at 8:50 PM.