

**MEDIA COMMUNICATIONS ADVISORY BOARD**  
**Hybrid Meeting: Virtual and Administration Conference Room**  
**October 10, 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. September 2022
  - David motioned to approve the Minutes with one revision and Howard seconded. The motion passed unanimously.

**III. Comments from Chairman**

1. The Chairman had no comments.

**IV. Reports**

1. Update on Verizon Franchise Agreement
  - Don reported that the formal review letter has not been received from the Township Solicitor.
  - The MCAB requests that the Township manager initiate an informal discussion with Verizon while waiting for the Solicitor’s formal review letter.
2. Update on ReadyMontco Alert System
  - Don reported that he had sent an email to the MCAB members with login information for subscribing to Upper Merion’s two ReadyMontco notification groups, Emergency Alerts and Community Events, and requested that everyone sign up so preliminary testing could be performed before launching to the public.
3. Potential LED Sign Locations
  - Don shared a map provided by the Township planner identifying properties owned by Upper Merion. A parcel along S. Gulph Road across from the Gulph Mills Station stood out as worth exploring further.
  - Greg was asked to inquire about how the KOP District was able to place “gateway” signs along Henderson Road near the I-76 ramps and who owns the property they sit on.
4. Discussion on Identity Management Plan
  - The sub-committee shared the next generation of design layouts for discussion.
  - The MCAB discussed the goal of the presentation to made to the Supervisors at an upcoming workshop session.

**V. New Business**

1. No new business was brought before the board.

**VI. Adjournment**

1. With nothing further for the good of the group, Jim made a motion for adjournment and Bill seconded. The motion passed unanimously.
  - The meeting was adjourned at 8:09 PM.