

MEDIA COMMUNICATIONS ADVISORY BOARD

Hybrid Meeting: Virtual and Administration Conference Room

November 14, 2022 Meeting at 7:00PM

MINUTES

ATTENDANCE

Howard Hoffman (Chairman).....	Present	Michael Cardeiro	Present
David Rassbach (Vice-Chairman).....	Absent	Maria Pemberton (Student Member)	Present
Bill Carroll.....	Joined 7:55PM		
Peter Kuhn.....	Absent	Greg Waks (Supervisor Liaison).....	Absent
Portia Waller	Present	Don Herbert (Staff Liaison)	Present
Jim Kravitz.....	Present	Tiffany Bellamy (Communications Coord.)	Present

The meeting was called to order at 7:06 PM

I. Pledge of Allegiance

II. Approval of Minutes

1. October 2022

- Jim motioned to approve the Minutes and Howard seconded.
The motion passed unanimously.

III. Comments from Chairman

1. The Chairman had no comments.

IV. New Business

1. The Chairman noted that he was informed by Greg Waks, Supervisor liaison, that considerations are being made for replacing the current website and asked Don to report on the issues that need to be addressed.
 - Don reported that WordPress file folder plug-ins had failed twice requiring extensive rebuilds each time, the current search function is superficial, the editing function is not WYSIWYG, the ADA compliance may need to be enhanced, and working with large files is challenging.
 - The MCAB recommends putting resources into enhancing the current website rather than replacing it with an entirely new website.
2. The Chairman further noted that Greg Waks informed him that the request for a replacement LED sign is currently not funded in the proposed 2023 budget.
 - After discussing the problems with the existing LED sign and the benefits of a replacement LED sign, the MCAB members voted in favor of submitting a formal recommendation to the Board of Supervisors to restore the funding in the proposed 2023 budget.

V. Reports

1. Update on Verizon Franchise Agreement
 - Don reported that he requested permission from the Township manager to email Verizon's attorney directly without having the Township solicitor's formal review letter. The Township manager agreed so Don will draft an email to send.
 - The Chairman instructed Don not to include the Verizon Franchise Agreement on the next agenda if there was no progress to report.
2. Update on ReadyMontco Alert System
 - Don reported that he is making progress with learning the system and had sent a test message to MCAB members and staff. He has reached out to the county for additional clarifications.
3. Potential LED Sign Locations
 - The board will continue to explore more details about the two identified potential locations including traffic studies and permits.
4. Discussion on Identity Management Plan Workshop Presentation
 - Tiffany reported that she will be preparing the presentation for the Supervisors Workshop.

VI. Adjournment

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