

# MEDIA COMMUNICATIONS ADVISORY BOARD

Hybrid Meeting: Virtual and Administration Conference Room

April 10, 2023 Meeting at 7:00PM

## MINUTES

### ATTENDANCE

Howard Hoffman (Chair) .....	Present	Michael Cardeiro .....	Present
David Rassbach (Vice-Chair) .....	Present	Maria Pemberton (Student Member) .....	Present
Bill Carroll .....	Absent		
Peter Kuhn .....	Absent	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. March 2023

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

### III. Comments from Chairperson

- The Chair reported that he attended a breakfast meeting along with other citizen board chairs and the Board of Supervisors. The meeting was well attended and informative. The Chair feels there are many opportunities to assist the other boards but recognizes that there are staffing limitations.

### IV. Reports

#### 1. Nor-View Farm Proposed Replacement Sign

- Don presented a draft drawing of a proposed replacement sign for Nor-View Farm. The MCAB recommends getting a cost estimate for the addition of an LED component to the sign.

#### 2. Review PowerPoint presentation for Joint Meeting – April 20, 2023 at 8:30 PM

- The PowerPoint presentation was updated and decisions were made regarding who would speak on each topic.

#### 3. Update on LED Sign Replacement

- Don presented information provided by Treasure Sign including photos and videos of SureFire Elite signs as well as a comparison of three different manufacturers' features and pricing. Don will see if Treasure Sign and SureFire representatives can participate in the May meeting.

#### 4. Update on Identity Management Plan Outline

- David reported that a draft document outlining the need for design assistance in creating a standardized brand guide for the Upper Merion Township Identity Management Plan was created by the subcommittee and shared with the other MCAB members. David noted that feedback from the members is welcome and would be appreciated. The finalized document will be submitted to qualified design firms as part of a request for cost estimates for professional services. The document and cost estimates will be presented to the Board of Supervisors for consideration during the 2024 budgeting process.

#### 5. Discussion on Homelessness and Food Insufficiency in Upper Merion Township

- Maria reported that she resent her email to the social worker on staff at the high school and cc'd Howard and David. Maria suggested she might reach out to the middle school social worker if she does not receive a response from the high school social worker.

### V. New Business

- Maria announced that she will be committing to Boston University. The MCAB members congratulated her enthusiastically.

### VI. Adjournment

- With nothing further for the good of the group, David made a motion for adjournment and Jim seconded. The motion passed unanimously.
  - The meeting was adjourned at 9:09 PM.