

# MEDIA COMMUNICATIONS ADVISORY BOARD

Hybrid Meeting: Virtual and Administration Conference Room

June 12, 2023 Meeting at 7:00PM

## MINUTES

### ATTENDANCE

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

An informational session was held in the front parking lot of the Township building prior to the meeting consisting of a sign demonstration provided by Paul Sirovy, territory manager for Optec Displays, Inc.

The meeting was called to order at 7:12 PM.

### I. Pledge of Allegiance

### II. Approval of Minutes

#### 1. May 2023

- David motioned to approve the Minutes and Bill seconded. The motion passed unanimously.

### III. Comments from Chairperson

1. The Chairperson had no comments.

### IV. Reports

1. Presentation on Replacement LED Sign by Signature Signs and Optec Displays representatives
  - Denny Boyer, owner of Signature Sign Inc., and Paul Sirovy, territory manager for Optec Displays, Inc., provided information and answered questions.
2. Discussion on Submitted Replacement LED Sign Proposals
  - The members discussed the value of the available options including pitch sizes, extended warranties, and the illuminated seals.
  - The members agreed to recommend the 6mm pitch resolution, decline the 5-year extended parts warranty if too expensive, and remove the illuminated seals from the proposal request.
  - Don will follow up with Signature Sign to confirm the cost of the 5-year extended parts warranty and inquire about the possibility of an additional discount.
3. Update on Identity Management Plan Design Assistance
  - David reported on the revisions made to the Request for Qualifications (RFQ) document based on member input and a list of design firms to be contacted.
  - Don provided a page of 13 existing logos and the Township seal to include with the RFQ document.
  - The members voted to approve Don moving forward with contacting the listed design firms for budgetary proposals.
  - Greg said to make sure the Twp manager was informed about the effort.
4. Discussion on Homelessness and Food Insufficiency in Upper Merion Township
  - This item was tabled in Maria's absence.

### V. New Business

1. Greg asked why a new Facebook account was created. Don explained that a wide-spread issue with Facebook accounts impacted the Township's account and, after months of trying to resolve the issue, the best option was to migrate to a fresh account.

### 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 9:15 PM.