

MEDIA COMMUNICATIONS ADVISORY BOARD

Hybrid Meeting: Virtual and Administration Conference Room

September 11, 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	Absent	Greg Waks (Supervisor Liaison)	Present
Portia Waller	Absent	Don Herbert (Staff Liaison)	Present
Jim Kravitz	Present	Tiffany Bellamy (Communications Coord.)	Absent

The meeting was called to order at 7:06 PM.

I. Pledge of Allegiance

II. Approval of Minutes

1. July 2023

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

III. Comments from Chairperson

1. The Chairperson had no comments.

IV. Reports

1. Discussion on Recommendation to BOS on Replacement LED Sign Proposal
 - After discussing the pros and cons of the companies under consideration, the members voted to recommend Signature Signs of Reading, PA to install the replacement LED signs.
2. Update on Identity Management Plan Design Assistance
 - Don presented proposals from four different design firms. Based on the estimated amounts in the proposals, the members voted to recommend that \$40,000.00 be requested in the 2024 budget.
3. Discussion on Homelessness Food Insufficiency in Upper Merion Township
 - The topic was tabled in Maria's absence.
 - Subsequently, the members discussed the possibility of Maria transitioning into Portia's recently vacated position. Howard said he would ask Maria if she was available in light of just starting her first year in college.

V. New Business

1. Jim asked about promoting safety tips because the frequency of crimes seems to be increasing, especially in retail establishments. Don mentioned that shopping safety tips are included in the fall edition of Township Lines. He would see if they can be turned into PSAs.

VI. Adjournment

1. With nothing further for the good of the group, Jim made a motion for adjournment and Mike seconded. The motion passed unanimously.
 - The meeting was adjourned at 7:54 PM.