

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
May 13th, 2013

In Attendance: Tab Committee Chairman, Ed Ebenbach; Committee Members, Kurt Krause, Joe Salvati; Board of Supervisor Liaison, Tom Scarborough

Presentation:

Christopher T Edwards, Director of the Public Information Office for Bucks County presented to the committee about Social Media. Mr. Edwards started by citing two important statistics – first, that over 41% of e-mails are now received on mobile devices, and 2) that 61% of Facebook users, and 65% of Twitter users are over the age of 35. He stated that for a modern government communications program to be successful, it must take account of those facts, thus validating the value of governmental use of Social Media.

The main points of his presentation and the discussion that ensued were:

- Twitter is particularly good for emergency communications/Facebook for lengthier stuff. As a minimum, he recommended that we start with Twitter.
- Have the Solicitor develop a comprehensive/coherent policy to provide “rules of the road” for Social Media usage and control. He provided us with copies of the policies in place in Bucks and Montgomery counties.
- Authorize at most, two or three people who can “post” for the Township
- Recommended that elected officials not participate in the use of the Township’s accounts to avoid any potential “sunshine” or other legal issues
- He reported that the Social media accounts need to be monitored 24 x 7, but that he has found that staff time consumption to be minimal – less than 1 hr. per day
- He gave his OK for us to reach out to him with any questions or concerns as we move forward.

The committee thanked Mr. Edwards for sharing his experience with us.

Meeting Minutes: The Board approved the April 8, 2013 amended minutes unanimously.

Comcast update: No update

Verizon Update: No update

Comcast Franchise Negotiations:

Mr. Ebenbach reported that the status of this issue remained unchanged from the last TAB meeting as we await a review meeting with Jeff Garton et. al. on Wednesday May 15. At that time Jeff will give us his opinion of how strong our legal position is with respect to successfully obtaining a Comcast commitment to providing access to a second channel enabling a smooth transition from SD to HD services for DTV.

Mr. Ebenbach then reviewed what he sees as the tactical negotiating alternatives open to us should Jeff Garton conclude that our legal position is weak. The group then discussed

and jointly concluded that our negotiating posture should, in that event, maximize the revenue support that Comcast would provide us, suggesting that we go for a term of at least 10 years.

Mr. Ebenbach agreed to keep everyone informed of the results of the May 15 meeting and any subsequent steps.

Programming

Mr. Ebenbach reported that Mrs. Zadell had been unable to reach MBIT to get more details on why they had trouble with the project, and thus there is no report for this month.

The committee tabled Emergency Management for the May meeting.

Mr. Ebenbach reported that there had been no progress with Emergency Management, the Planning Commission, Public Water and Sewer Committee, Traffic Advisory Committee or Dog Park, so further discussion was postponed to a future meeting.

2013 Projects/Spending

Mr. Ebenbach reported that spending continued at a maintenance level – Verizon internet access charges only.

Mr. Krause reviewed an updated version of his Equipment Inventory listing, and Mr Ebenbach showed some markups to make the listing more complete. Mr. Ebenbach agreed to complete his markups and to fill in as much of the missing information as possible by 5/20. He will then pass it on the Mr. Krause who will try to have first pass at the “Need to Refresh/Replace” analysis done in time for the June 10 TAB meeting.

DTV Website page(s)

Mr. Ebenbach reported that Mrs. Zadell had requested that we consider having a revamped/updated presence on the new Township website. The group then discussed many ideas for how we could take advantage of this offer including – improved schedule listing, one click access to some of our archived video material (e.g. CBRAT programs/topics), our picture. With the exception of our picture, the group was generally supportive of this idea. Mr. Salvati volunteered to compile a simple summary or visual representation of suggestions/ideas for review at our next meeting.

On a motion made by Mr. Krause, seconded by Mr. Salvati the committee adjourned at 8:58 pm.