

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
June 10, 2013

In Attendance: Ed Ebenbach, Committee Chairman; Kurt Krause and Joe Salvati, Committee Members; Tom Scarborough, Board of Supervisors Liaison; Sandra Zadell, Staff Liaison and Stephanie Mason, Township Manager.

On a motion made by Mr. Krause, seconded by Mr. Salvati the minutes from May 13, 2013 were approved.

Mr. Ebenbach stated that he had a meeting set with Jeff Garton, Stephanie Mason and Brian Jeter, Comcast, tomorrow morning, June 11, 2013 at 9:00am.

Mr. Jeter will be coming alone; Mr. Ebenbach thinks that there will be no forward movement on the HD channel issue but that Mr. Garton is ready to play hardball in the negotiations.

Mrs. Zadell reported no current Verizon or Comcast updates.

GAC Website

Mr. Salvati presented the research he has done on Government Access Channel Websites. He looked at various township websites and created a list of 29 items that are frequently included on such websites.

The Committee discussed the different items they would like to see included on the Doylestown Townships website.

Mrs. Zadell reported that she wants to launch the entire Township website by August and would prefer if the TAB Board created their requirements before the launch so that they could be designed and ready to go when the new website launches.

The Committee decided that Mrs. Zadell should contact FocusMX the company that is doing the web redesign and see if they can host or how they recommend that the TAB Board host the different videos that we would like to air online.

The Committee also would like Mrs. Zadell to ask FocusMX if they can show the current schedule that is imported onto the website and redesign it to look more modern by putting it in a frame and adding a scroll bar.

Other items that they would like to see included in the website would be questions about whether people subscribe to HD services, Mrs. Zadell suggested that a form could be created to gather feedback about Doylestown TV and a myriad of other items. Mrs. Zadell will prepare a word document of content for the Government Access website and distribute it to TAB Board members.

Social Media

Mr. Ebenbach presented his proposed policy for Social Media. He wants to recommend the Township begin using Social Media; he thinks it is a modern way to communicate and a good way to direct traffic to the website and all of our other communication methods.

He feels the Perkasio Policy is very well done, the Montgomery County Policy is also well done but it is 8 pages long. Mr. Ebenbach feels the short and sweet policy would probably be best.

The committee then discussed the different staffing needs to implement Social Media. Mrs. Zadell commented that she didn't think it would take more than 15 minute a day and that we could spread the load around and that it is totally manageable.

Mrs. Zadell and Ms. Mason will be the only ones approved to post messages and once it gets going is should not be too unwieldy of a staff requirement.

Mr. Ebenbach is going to prepare a memo to the Board of Supervisors from TAB along with a presentation regarding Social Media for an upcoming Board of Supervisors meeting.

The first thing that he will need to do is create the memo and then it can be sent to the Mr. Garton for his review.

Ms. Mason also stated that she felt that the TAB board is more of a communications board now, rather than just Tele communications. The committee may want to consider redefining their role, now that they are advising on social media, the website, etc.

Cell Phone Towers

The committee discussed the right of way issue that has come up regarding cell phone towers. Ms. Mason stated that this is being handled by the Planning Commission with a draft ordinance already at Mr. Garton's office.

Moments in Time Programming

Mrs. Zadell reported that the School District contact never called her back regarding the Moments in time project.

Mr. Ebenbach stated that he thinks we should move forward with the possibility of spending money to produce a video and that whoever produces it can take the direction from Mr. Salvati.

Ms. Mason suggested using Bucks County Historical Society who recently created a wonderful piece on the Giele Mansion. She would like to invite them to a meeting, provide what we have to them in advance and see if they have any ideas on how we should proceed and possibly a price.

Mr. Ebenbach stated that the TAB does have the budget at this time to put towards a project such as this and that we should probably move forward with that plan.

Mr. Salvati will email the links of all of the footage he has produced thus far to Ms. Mason.

2013 Projections and Budget Update

Mr. Ebenbach reported on the 2013 projection and projects. Right now the balance in the TAB account is \$5,100. He submitted two items for reimbursement. Mrs. Zadell will submit these for him.

Mr. Krause then presented on the equipment inventory. He did a comprehensive inventory of all the equipment that we have in the TAB room, grouped them by: mission critical, if they have a warranty, what they are used for, etc.

He did point out that he spoke with Leightronixs regarding the Nexus products, they do not have an extended warranty but they do have a refurbishment program where you send it back for about \$500 and they will take care of any parts that tend to wear out.

This would be a good idea to start doing things like that so that we can preempt any problems with the Nexus Leightronixs device.

Mr. Krause also reported that there is an HD version of the Nexus available.

The Committee then discussed different options for the HD versus SD rollout and switching cameras, etc.

Mr. Ebenbach pointed out that we do still have the money from the Verizon grant on hold as a Capital Line Item on the balance sheet.

Ms. Mason suggested that the TAB Board start including some of their long term planning requests as a Capital Budget item that could flow from year to year.

The TAB Board is going to look into getting more information on getting cameras and switchers that are each de-compatible.

Mr. Ebenbach reported that the lectern project has stalled. Mr. Salvati will look at purchasing a full lectern and what that would cost and get back for the next meeting.

Operating Issues

The Committee then discussed any operating issues. Mr. Ebenbach mentioned that the indexing is still not always working.

Mr. Krause is going to retrain Mr. Ebenbach to make sure he fully understands how the indexing works.

Mrs. Zadell will check with the Cynthia Delgado to update her version on her computer. Hopefully, these two items will create a fix for the indexing issue.

On motion of Mr. Krause, seconded by Mr. Salvati the committee adjourned at 9:23pm.