

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
August 12, 2013

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

On a motion made by Mr. Salvati, seconded by Mr. Ebenbach the minutes from July 8, 2013 were approved.

Social Media

Mr. Ebenbach reported on the Social Media presentation, the Board of Supervisors were interested and approved out external policy. They want an internal policy created for their August 20, 2013 meeting, which will be prepared by Stephanie Mason.

Mr. Salvati agreed to monitor our social networking once we go live and help us by giving us some feedback.

Franchise Update

Mr. Ebenbach reported that we received out electronic transfer of our Franchise Fee from Comcast this week.

Mr. Krause reported on the equipment upgrade which will be sent to Comcast when finalized. He stated that the move from standard definition to HD timeline is unclear and many commercial channels still are not in HD. He stated our drive to HD should be on par with our equipment replacement schedule, it is hard to pin down an exact life time of equipment.

He believes the total conversion would take six months and would be a total cost of approximately \$35,000 to \$54,000. The pricing estimates are not exact that is why there is a range.

Mrs. Zadell recommended that Mr. Ebenbach speak with Ken Wallace about the TAB Boards hope to create a Capital Savings Plan to fund that transition.

Mr. Salvati commented that the HD movement may move quicker than we think, depending on the programing push to the internet.

Comcast and Verizon Update

There was no Comcast or Verizon update.

Township Website/Communications

Mrs. Zadell presented the new Township website. The Committee reviewed it and everyone thought it looked good.

Mrs. Zadell did state that there would be further changes but at this point it gave them the gist of what it would look like.

The Committee decided that Mr. Ebenbach would put together a newsletter article for the upcoming Fall Newsletter, it should be 300 words or less and he will get it to Mrs. Zadell as soon as possible.

Programming

Mr. Salvati & Mr. Ebenbach reported on their meeting about programming. Mr. Salvati reported that he met with Keith Peters who is very interested in trying to work on the programming on a project based capacity.

The programs will be about two to three minutes long, not longer than five minutes. He also stated that Mr. Peters would be ready to do this in September, he would prefer an informal scenario, do one project to see it if was successful.

Mrs. Zadell will pick the top five hot topics to be sent to Mr. Peters to see if he is interested in working on a programming piece. She will do that by the next meeting.

The Committee discussed what type of programming is appropriate for the Government Access Channel. Mrs. Zadell cautioned that the programming needs to be government related or government content that has something to do with Doylestown Township or sponsored by one of our boards or committees.

Mr. Salvati stated that he would like to work with local PR firms to get ideas on companies that they already represent and how they could fit into our channel.

Mrs. Zadell was slightly concerned about this idea because again she referred to the Government Access Channel Use Policy, which was presented by TAB and approved by the Board of Supervisors. She felt that programs on the Government Access Channel should be driven by Township staff or committees not by outside companies.

Mr. Ebenbach suggested looking at the website at the Boards and Commissions page to get ideas on what types of content would be good and using that to see if there is a fit with outside companies.

Mrs. Zadell reported on "Moments in Time". She and Ms. Mason have given the information to Mike Fisser, who works with the Historical Society, to look at the information.

Mr. Salvati suggested that Mrs. Zadell create a safety master of the Moments in Time files, so that we always have that and that she should keep it off site.

Mrs. Zadell reported that Mr. Fisser will look at the footage and get back to us on whether he can do something with the footage and what the cost would be.

Budget 2013

Mr. Ebenbach suggested moving \$4,000 to the equipment upgrade plan to save for future use.

The Board agreed to do that by consensus. Year to date they have spent very little.

Budget 2014

It was decided that it would be best if we put the Verizon Fios charges elsewhere in the budget because they are used by other organizations and public meetings, etc.

Mrs. Zadell agreed she will budget for that and also for a laptop for presentations.

Mr. Salvati added that he thinks \$2,200 would be appropriate for video production costs.

Mr. Krause thought that possible \$500 to \$1,000 would be needed for maintenance costs.

On a motion made by Mr. Krause, seconded by Mr. Salvati the committee voted to request \$7,500, this would include \$300 to go towards the purchase of a camera. The motion passed.

Emergency Communications

Mr. Krause and Mr. Ebenbach are going to discuss the needs of the Township and get a proposal together for Ron Rossi, to see what he has to suggest.

Lectern

Mr. Ebenbach reported that he had nothing to report on the lectern project. He has installed the Super Tab Office upgrade.

Operations

Mr. Ebenbach checked the projection connector and wires, he could find no issues.

The Committee then discussed the indexing for the Board of Supervisors meeting; they felt it would probably be best if we moved from having Cynthia DelGuadio, the minute taker, to it to having the Township Intern do it after the meeting.

Mr. Krause will contact Mrs. Zadell to set up a time where he can teach the intern how to do this.

Mr. Krause will also look at the EAC Hour video which is still having problems and see if he can fix the issue.

On motion of Mr. Salvati, seconded by Mr. Krause the committee adjourned at 8:48PM..