

**TELECOMMUNICATIONS ADVISORY BOARD**  
**Meeting Minutes**  
**September 9, 2013**

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

On a motion made by Mr. Salvati, seconded by Mr. Krause the amended minutes from the August 12, 2013 were approved.

**Comcast Franchise Renewal Update**

Mr. Ebenbach presented a Draft DTV Plan Upgrade. He stated that the draft still needs to have a conclusion written, and needed to have the video programming statistical data added. He asked the other TAB members to review the draft and provide comments to allow him to finish it and present it to Comcast. Mr. Ebenbach will compile the programming data. Knowing that Comcast would like us to increase the quantity of local programming we carry between the hours of 5 – 9 pm, Mr. Krause suggested that we could make the argument that our billboard slides could be counted as being equivalent to the commercials carried on a regular broadcast channel. He went on to say that on a typical channel there is a lot of filler handled by commercials which is what we use slides for.

**Programming**

Mr. Ebenbach commented on the five topics that Mrs. Zadell presented for Keith Peters to work on for programming, saying that in his opinion they were timely and that we could continue to create such timely topics at regular intervals throughout the year.

Mr. Salvati reported on his efforts to create new programming. He presented a submission from the Traffic Advisory Committee using PennDot video to educate young drivers about driving in Work Zones. Mr. Salvati will email the link to everyone to kick off the approval process. He also reported that he met with Mr. Peters, who chose to film the Kids Castle Grand Re-Opening on September 29<sup>th</sup> as his first programming piece for the channel. Mrs. Zadell agreed to check on how many DV tapes we have available that we can give to Mr. Peters for that purpose.

Mr. Salvati also reported on a meeting with a Business Alliance Chairperson. He said that they do not have any programming available right now but that they may have a Bullying Seminar that could be available in the near future. Mrs. Zadell recommended he connect with Ms. Sweeney or the Chief of Police to discuss on bringing a bullying seminar to the Township. Mrs. Zadell felt that would be most appropriate for the Park & Recreation Department.

Mr. Ebenbach stated that he thought that Mr. Salvati should still review the Township Boards and Commissions list to see which group(s) might have an interest in sponsoring

new programming. Mrs. Zadell stated that she knows that the Public Water & Sewer Advisory Committee, the Bike & Hike Committee and the Planning Commission all have programming in mind. They just need someone to meet with them and walk them through the process/give them some ideas.

Mrs. Zadell reported on the “Moments in Time” project and the report from Mr. Feisser. Mr. Feisser stated that although the filmed material that we have is something that could be used in a “Moments in Time” video, his opinion was that the existing footage suffers from having no organizing script and story. He believes that we need a script writer to pull from what we have and add other information from general history to form such a script. Then we would gather other pieces of information such as pictures or video together to create the actual finished product. Mr. Ebenbach started that, in his opinion that sounded like starting over and that the project has become a project without a purpose.

Mr. Salvati stated that the plan was always to add other material. He suggested that maybe we should use short clips/sections in conjunction with specific Boards/Commissions that the people filmed correlate to. Mrs. Zadell stated that she thought that was an amazing idea. It would be a great use of the film clips and it would also get some of the committees started with creating a “Who We Are and What We Do” piece.

Ms. Mason asked if the committee minded if we shared the data with the Doylestown Historical Society. Mr. Salvati expressed concern about sharing the data with the Historical Society. The issue was left unresolved.

Mr. Ebenbach stated that he is going to take the “Moments in Time” item off the agenda for now.

### **Comcast and Verizon Update**

Mrs. Zadell gave the Comcast update and presented the newsletter that Mr. Salvati took home to read. There was no update for Verizon.

### **Township Website/Communications**

Mrs. Zadell stated that the new website will be debuting Tuesday night.

### **Social Media**

Mrs. Zadell gave an update on the Social Media sites. We have now gone live with Twitter and Facebook, both of which are going very well.

### **Budget 2013**

Mr. Ebenbach reported on spending for 2013. No change. Mr. Ebenbach stated that he envisions that the only spending we will be doing in 2013 will be for the Verizon bill. Mrs. Zadell asked if she could check out the cost of a presentation laptop with Ron Rossi that could possibly come out of the 2013 budget. The TAB board would prefer that the laptop be purchase out of the 2014 General Fund Budget.

**Operations/Other**

Mr. Krause discussed a handout that Leightronix had put out regarding updates and shipping cost for the software.

Mr. Krause and Mr. Ebenbach are continuing work on the emergency communication issues.

There was no progress on the lectern project this month.

There were no operational issues reported.

Mr. Ebenbach is still following up on CG100 replacement software.

Mr. Krause will call the Township Intern at 1:00pm on Wednesday to go over the indexing for the PC.

The next meeting of this board will be October 7, 2013 at 7:00pm.

On motion of Mr. Salvati, seconded by Mr. Krause the committee adjourned at 8:09PM.