

Telecommunications Advisory Board (TAB)
Meeting Notes: October 5th, 2016

Board Members:

Present: Ed Ebenbach, Chairman, Kurt Krause, Member, David Laustsen, Member, Keith Peters, Member, and Arthur Zapolski, Member.

Quorum: Yes

Others Present:

Township Manager: Stephanie Mason
Special Projects Coordinator: Autumn Canfield

Guests: None

Proceedings

- **Meeting** - called to order at 6:35 P.M. by Mr. Ebenbach.
- **Review and approve minutes** - from October 5, 2016 TAB meeting. After a brief discussion regarding the accuracy of the emergency communications topic reported last month the minutes were approved unanimously.
- **DTV Programming/Programming Projects**
 - PSATS Communication Award submission** – Ms. Canfield advised that there is nothing new to report because she has not received any feedback on the Township’s submission.

Expanded Reach – Ms. Canfield reported the YouTube channel is ready for use. The next step is to link videos in such a way as to not clutter the website and to organize them for optimum effect. Mr. Ebenbach suggested that videos should be linked according to interest such as videos aimed at seniors and health care should be linked with the senior citizen and the health care pages respectively. Ms. Canfield said that the page links can be added to the front page of the website and we can evaluate how well it works from there. Mr. Ebenbach opined that the process should not be dragged out because there are approximately 25 videos to organize and put on the site via YouTube. Mr. Peters said he would work with Ms. Canfield to integrate the YouTube videos with the Township’s website.

Videos Awaiting Approval: Dropbox v YouTube – Based upon the recommendation by Mr. Peters the Board unanimously approved moving from Dropbox to YouTube for review of videos prior to release due to files size limitations experienced in Dropbox. The change will take place immediately.

Proposal for Slides Redesign – this item was deferred until next meeting and shall be placed at the top of the agenda for discussion.

Program Uploads – Mr. Krause discussed the mechanics and practical limits of uploading video files. Uploads are currently done one at a time and is time consuming. His offer to load them from home instead of the Township office still stands. Mr. Peters also reviewed the statistics on the number of times videos were viewed. Mr. Peters noted that he can control various YouTube features such as turning off comments and denying the option to embed videos on other sites for videos owned by the Township.

Doylestown Health Initiatives – Mr. Laustsen reported that on October 5 about 20 minutes of raw footage was taped for an episode in the DH series. This was part of a three month project with Doylestown Hospital; Ron Watson the hospital’s Director of Communication was present for the taping. Other programs are in the pipeline. The episode on health and diet is being edited. Additionally, several episodes are under review by the hospital but have not yet been approved.

A discussion was held on three “Walk with the Docs” segments and whether slides were needed in order to aid viewers in placing the programs in context. Mr. Peters opined that this was not necessary because the programs were self-explanatory. Mr. Ebenbach wanted to be sure that there was no confusion with the subject matter of the programming. Mr. Peters said he would put together some generic slides but Mr. Ebenbach suggested that TAB should continue this discussion at a future date.

Current Projects – Two projects are scheduled for taping on October 12 and 13 but technical details for shooting the segments have yet to be worked out with the concerned parties. Ms. Mason stated that the Narcan training demonstration to counter the Opioid crisis is scheduled for October 12 in the Township’s main meeting room. She anticipated the first half of the training will be a panel discussion and the second half will be a demonstration. Mr. Ebenbach stated that he would like to see a resulting video that will have some “pop”. Anticipated attendance for the demonstration will be over 40 people. On October 13 at 4 pm the Township will dedicate the Sensory Trail that was recently constructed in Central Park. This will be an outdoor event which will last about an hour. The dedication will be followed by a guided tour of the new trail. Mr. Laustsen noted that this is a “gold star” for the Township.

Videos awaiting approval – There is nothing new to report except as otherwise discussed under separate headings herein.

Current Video Content Metric – is currently at 77.9%, which is up from last month.

- **Verizon Franchise renewal update** – Ms. Mason indicated there is nothing new to report.
- **Social Media status**

Current operating results – Ms. Canfield reported that there have been minimal improvements in the Township's Social Media statistics since the report last month.

ICMA Annual Conference - Ms. Mason reported that she attended the annual ICMA conference in Kansas City on September 25-28 on behalf the Township. The meeting was entitled Social Media: Telling the Story of Local Government. Ms. Mason stated that many worthwhile ideas were discussed which may be relevant for consideration in Doylestown.

- **Review of 2016 TAB Goals and Objectives**- Mr. Ebenbach reviewed the current status of TAB’s stated goals and objective for 2016. See Exhibit A below for the status report.
- **Operational Issues/Control Room: Router** – A new router has been ordered.
- **Other Projects/Spending** – The sum of \$59.00 was spent this past month while TAB received a check from \$9,652.50 from Verizon FiOS. This was the last payment due from Verizon under its current cable agreement.
- **Adjournment** – The meeting was adjourned at 8:18 PM on a motion made by Mr. Krause and seconded by Mr. Peters.

Meeting Notes respectfully submitted by Arthur Zapolski

EXHIBIT A

Telecommunication Advisory Board Proposed 2016 Initiatives*

Organization – Recruit additional TAB members who have skill sets that would help us with Social Media expansion and Video Production. – **One member added in July.**

Prepare for Verizon Franchise renewal negotiations – **A plan has been implemented.**

DTV Content – continue to increase locally produced/sourced videos.

- a) Add to “Who we are...” series – EAC, W&M – **Accomplished.**
- b) Bike & Hike – Trail Overview, Individual Trail videos – **In production.**
- c) Traffic – look for Long Form outside videos/ new PennDOT additions. – **Nothing to report.**
- d) Add general interest videos from Doylestown Historical Sociert – **Project suspended.**
- e) Parks & Recreation – “Brid Walk” video. – **Taped but not used, Gardening video substituted.**
- f) Explore Township – Tailored Emergency Management programing – **Segment not done.**
- g) Salvage “Moments in Time” sections – **Not accomplished.**
- h) Mural project – **Program completed but not yet aired.**
- i) Township 200th Anniversary planning – **Township planning in progress and TAB will be involved.**
- j) Explore videos from Non-Profit oranzizations – **Not pursued.**
- k) Institute use of consistent lead-in/lead-out graphics – **Lead-in completed, remainder in discussion stage at TAB.**
- l) Continue to measure progress by tracking video non-billboard content – goal of 75% avg. – **goal met or exceeded.**
- m) Examine issues surrounding webstreaming DTV 24 x 7 – **shifted focus to YouTube instead.**

Continue to expand Social Media footprint – **work in progress.**

Technical Operations – upgrades and equipment maintenance, including updated documentation and training – on-going – **No new documentation; new equipment upgrades are being implemented.**

*Progress notes in red.