

Telecommunications Advisory Board (TAB)
Meeting Notes: November 14th, 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
Supervisor Liaison: Ryan Manion

Guests: None

Proceedings

- **Meeting** - called to order at 6:28 P.M. by Mr. Ebenbach.
- **Review and approve minutes** - from October 05, 2016 TAB meeting. The minutes were approved unanimously with some changes noted and agreed.
- **DTV Programming/Programming Projects**

Proposal for Slide redesign – Ms. Canfield reviewed a number of options for a revised style and design to replace the slide style that has been in use for about 7 years. There was agreement that the most simple and clean design is the best with the addition of the channel icon. Ms. Canfield will update a set of slides with sample content for final review at the next meeting with the following options: full reverse, gradient and the format presented.

Expanded Reach – Mr. Peters and Ms. Canfield contacted Derrick Morgan from the Travis Manion Foundation to review best practices for organizing content on YouTube. He suggested the use of a playlist for category programming, and in addition, discussed strategies for linking video to the township website. Derrick recommended branding the channel and an important action to establish clarity and engagement with the viewers. Mr. Peters reported he has 20 videos uploaded and placed in unlisted status and also reviewed a proposed branding and header design. There is agreement that Mr. Peters' approach for the YouTube channel was well thought out and all agreed he should proceed as planned. Mr. Peters recommends that the links to playlist is the best approach for simplicity and ease of maintenance. The group agreed to Mr. Peters approach. Ms. Mason suggested an article on the new YouTube channel be written for next month's Township newsletter.

Videos awaiting approval – Mr. Peters reports the Sensory Trail dedication program is complete and the Gift of Life (organ donation) video are ready for review and approval. The TAB members unanimously approved the videos.

Opioid Meeting Video status - Mr. Ebenbach reported that the production of the video has been raised a number of challenges which we are in the process of overcoming. The final item to resolve is that the audio track needs to be updated. Mr. Krause will work on replacing the audio track in the produced version with the original Nexus recording. There is significant interest in the recording and time is of the essence.

PSATS Communication Award submission – Ms. Canfield advised that she has not received any feedback on the Township’s submission.

Current Video Content Metric – is currently at 68.9%, which is down from last month because of a shorter Board of Supervisor meeting.

- **Social Media status** – deferred.
- **Operational Issues/Control Room:**
 - **Supertab replacement** – Mr. Ebenbach reported Mr. Krause refurbished and restored Supertab with a new disk and fan. Supertab has been repurposed to just run the CG-100 character generator software. In addition, a new PC was purchased as approved in the prior TAB meeting and put into service to run the Nexus and other control software.
 - **Audio level compressor and Dist. Amp installation** – Mr. Ebenbach reported the audio compression device and amplifier was installed, put in operation, and is now being optimized. Mr. Ebenbach noted the audio issues with the background music for the slides is most likely a different issue and needs investigation and resolution. Mr. Ebenbach and Mr. Peters will use the audio meter to fine tune the adjustment of the compressor.
- **Other Projects/Spending** – Mr. Ebenbach reported that we are on track with spending for the year although the receipts have not posted yet. He will have an updated report next month.
- **Other topics** – Mr. Laustsen recommended we confirm video standards for sharing files and replay on the Nexus and YouTube. Mr. Ebenbach agreed to set up a separate technical meeting to review those topics.
- **Adjournment** – The meeting was adjourned at 8:18 PM on a motion made by Mr. Peters and seconded by Mr. Laustsen.
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Meeting Notes respectfully submitted by Kurt Krause