

Telecommunications Advisory Board (TAB)
Meeting Notes: December 10, 2018

Members Present: Ed Ebenbach, Chairman, David Laustsen, Keith Peters and Arthur Zapolski

At Large Member: Jean Laustsen, Officer Jessica Whiteside

Quorum: Yes

Township Manager: Stephanie Mason

Special Projects Coordinator: Andrea Susten

Proceedings

- Meeting - Called to order at 6:30 P.M. by Mr. Ebenbach.
- Review and Approve Minutes – The minutes of November 19, 2018 were approved by way of the previously agreed upon email method.
- Spending/Reimbursement – The Laustsens’ reported that their video tripod was fixed without charge by New York Camera Store. The M DVD write drive and media used to make the time capsule video for the Bicentennial Committee cost approximately \$30.00 according to information provided by Mr. Krause. Mr. Peters advised that no additional purchases of equipment were necessary for the Bird Walk videos. Mr. Ebenbach reported that TAB spent \$1,100.00 in 2018 which included a recent expense of \$15.00 for a camera to PA system cable for improved audio. No further expenses are expected for the year. This will bring the balance of TAB’s bank account up to approximately \$67,000.00. The balance of 2018 funding will be rolled over into TAB’s account for 2019 and will be used to cover the new system expenses in the new township building.
- DTV Programming/Programming Projects
 - Current Video Content Metric – Mr. Ebenbach distributed this month’s spreadsheet that showed a Video Content of 68.8%, which is a 2% decrease from the last metric in November. Mr. Ebenbach noted that most of this decrease is due to a shorter than average Board of Supervisors meeting video. The average for the year stands at 77.8% which exceeds the stated 2018 goal of 75%. However, Mr. Ebenbach pointed out that the figures show no growth from 2017.
 - Bicentennial Time Capsule Video – The completed 18-minute video was shown to the committee who complimented the efforts of Jean Lausten in her editing work. Some additional small changes will be made prior to burning the video to disk by Mr. Peters. An issue with sound to the Veteran’s Day segment was noted because there was no direct audio feed from the PA system. This problem cannot be corrected for the Time Capsule video but should be corrected in future videos with the use of a special cable constructed by Mr. Ebenbach. The Time Capsule and Post Office franking event for December 18th will be recorded by Mr. Ebenbach and Mr. Peters. This final segment will be included in the broadcast version of the video. Mr. Zapolski stated that he will show the version produced for the Time Capsule at the next Bicentennial Committee meeting.
 - Bike & Hike Trails – deferred as Mr. Ebenbach stated that there is nothing new to report.
 - Kids Castle – deferred as Mr. Ebenbach stated that there is nothing new to report.
 - EAC Videos – Mr. Peters will attend the EAC meeting on December 11 and discuss techniques to get better recordings and editing EAC videos with the committee membership.
 - “Meet Your Police” – Officer Whiteside advised that the photographic portion of the project is complete. The issue now is how to adapt it into a video. Officer Whiteside also showed a motorcycle training video. The committee discussed the possibility of inserting a voice over and using it as a program in the future.
 - Projects for 2019 – 2018 was a busy year with Bicentennial content. Mr. Ebenbach solicited the membership for ideas for new 2019 programming projects. Many ideas were discussed including Mr. Peter’s idea of doing a tour of the new township building once it is completed, reviving the idea of doing a welcome video for new residents, continuing Bird Walk videos, and programs on the Native Plant Garden. Mr. Ebenbach asked that TAB continue to discuss new ideas at the next meeting.
- Slides update – The ongoing discussion on new slides continued but no decisions were made on the topic.
- DTV Video Library listing/distribution – No changes

- Social Media – Ms. Susten reported an increase of Facebook traffic to 125 hits for November. This is an increase of 25 hits for the month. Mr. Peters asked if there was any way of comparing traffic between Facebook, Instagram and other platforms. Ms. Susten stated this would be difficult because different platforms have different emphasis and content. Mr. Peters wanted to know how well the Township's TV channels are reaching residents. Ms. Mason stated this may not be possible because viewership goes outside the town. Mr. Peters was concerned on how the Township can get information to our residents. The recent survey conducted by the Township on market penetration on all the different media used to communicate with residents was disappointing. In response to this Mr. Ebenbach suggested that the Township consider upgrading its subscription to the web tracking service if that will provide us with more precise user information over what we have now. Mr. Ebenbach also suggested forming a resident email list and use Constant Contact as a way to communicate. However, this would entail creating a database our residents would have to contribute to and it would have to be continually updated. Office Whiteside suggested creating an app which could be easily done to push important messages to residents.
- New Building Update – Presently, Mr. Ebenbach is continuing to refine equipment needs and costs for the new meeting room. Under consideration are small monitors for the Supervisors and screens and projectors for the audience during presentations. Mr. Ebenbach believes that by the end of January he will have an equipment package ready to present to the Board of Supervisors.
- Verizon Negotiations – Ms. Mason advised there is nothing new to report.
- Operations – Nothing to report.
- Adjournment – The meeting was adjourned at 8:30 PM on a Motion made by Mr. Zapolski and seconded by Mr. Peters.

Meeting Notes respectfully submitted by Arthur Zapolski