

Telecommunications Advisory Board (TAB)  
Meeting Notes: March 12, 2018

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

**Quorum:** Yes

**At Large Member Present:** Jean Laustsen

**Township Manager:** Stephanie Mason

**Board of Supervisor Liaison:** Ryan Manion

### Proceedings

- **Meeting** - Called to order at 6:38 P.M. by Mr. Ebenbach.
- **Review and Approve Minutes** - Minutes from the February 12th, 2018 meeting, prepared by Mr. Peters, were approved unanimously upon motion by Mr. Zapolski/seconded by Mr. Ebenbach.
- **Emergency Messaging Study** – Ms. Mason reported that Emergency Management was drafting a new policy proposal for review in the near future.
- **New Communications Channels** - Mr. Ebenbach advised that the issue of implementing a new communication channel came up recently. A general discussion followed regarding what authority TAB had received from the Board of Supervisors to pursue new communications channels, such as Instagram. Mr. Peters pointed out that on July 11, 2013 the Board adopted a resolution on including social media as a platform for communicating to township residents, and further that the language of the resolution was broad and not limited to any single avenue of communication like Facebook or Twitter. Therefore Mr. Peters believed that newer platforms such as Instagram are included in the 2013 resolution. Ms. Mason stated that the 2013 resolution was voted on and passed by the Board and Ms. Manion agreed that the 2013 resolution was sufficiently broad to include new methods of communication including Instagram. TAB accepted this view.
  - **Instagram** – Ms. Manion has experience in using Instagram. She mentioned that it is popular for sending pictures and short videos of a minute or less. The content is deleted from the platform after 24 hours. Ms. Mason stated that Instagram is considered a “fun” platform. Ms. Manion believes that Instagram can be used to build a following and various Township committees would be excited to use it. Mr. Peters was concerned that setting up and maintaining an Instagram account might be burdensome for Township personnel. Ms. Manion believes that a single account with one password for all the committees and boards would be sufficient. Also, training could be made available for the designated person in each committee thus relieving a Township employee of the responsibility. Mr. Ebenbach suggested fielding the idea to the various committees to see who is interested. Ms. Manion expressed a willingness to present the idea to any committee that was interested.
  - **Live Streaming** – TAB discussed live streaming to Facebook Live and YouTube. Ms. Lausten suggested that TAB consider streaming its meeting live on Facebook, though Mr. Ebenbach pointed out that we already stream Supervisor meetings live to the internet via our iQM2 service. The Township’s contract with iQM2 expires in August, so this is the right time to look into alternatives. Ms. Manion stated that if you stream on Facebook it stays on that platform. However, there are no time limits on the length of the video. In the alternative Ms. Manion also believes that YouTube videos must be uploaded first thus no live streaming. Ms. Mason expressed concern that the Township keep control of its videos. Mr. Ebenbach will ask Mr. Krause to research alternatives including free storage of video content.
- **DTV Programming/Programming Projects**
  - **Current Video Content Metric** – Mr. Ebenbach distributed this month’s spreadsheet that showed a 5.8% decrease in Video Content from last month to 74%. Metrics are holding at an average of 74% for the year.

- **Broadcast Schedule** – Mr. Peters is looking into revising the schedule and will keep the group apprised of his plans. Mr. Ebenbach stated that since slides fill the gaps between programs, his goal would be for slides to show on average at least 5 minutes per hour.
- **Bicentennial Event ads/events** – Airing of the Bicentennial Geil promo will be discontinued on March 13<sup>th</sup>. A promo for the July 14<sup>th</sup> Hammerstein event has been shot with Jesse Barth as the on-screen talent. A short promo for the Township flag contest is being planned with Barbara Lyons as the presenter. Mr. Peters and Mr. Ebenbach will record the Geil event on March 13<sup>th</sup> at Delaware Valley University. TAB also plans to record the Township's float in the Doylestown Memorial Day parade on May 28. This may include video of volunteers decorating the float. Footage shot for all Bicentennial events including the Gala in January and Wrecking Ball last September are being archived for historical purposes. A short Bicentennial video may be produced in the future.
- **Bike and Hike trails** – Mr. Ebenbach stated he has not yet had a meeting with Tom Kelso concerning further programming efforts and video streaming but that he plans to arrange one in the near future.
- **Building Demolition time-lapse video and New Building Groundbreaking** – Mr. Krause has assembled a time-lapse video of the building demolition. Mr. Peters and Mr. Ebenbach filmed the new building dedication on March 6<sup>th</sup>. Mr. Ebenbach believes that both videos should be packaged together and appear on the Township website.
- **EAC-** plans to record the May 6<sup>th</sup> dedication of the native plant garden and Garden Party in Central Park. This event is being held in conjunction with the Bicentennial Committee.
- **Other Video Projects** – Mr. Zapolski will edit and assemble for broadcast the annual Boards and Commission report meeting delivered to the Board of Supervisors in February. Additionally, Mr. Peters is working to assemble a pest video which captures an interesting lecture held at DelVal for the EAC, and is continuing to record DH Walk with a Doc segments when they occur.
- **Doylestown Health DTV Initiative** – still pending.
- **Slides update** – Mr. Peters is currently working on the slides update. Mr. Ebenbach thanked Mr. Peters for his efforts in the regard.
- **DTV Video Library listing/distribution** – Mr. Peters is currently working on this project.
- **Social Media** –Ms. Mason reported that the Township has 3,100 Twitter followers. Both Ms. Manion and Ms. Mason noted that residents used social media extensively during the recent snow storms. However, Ms. Mason pointed out that it was important for people to report power outages directly to PECO and not rely solely on social media for help.
- **New Building Update** – Mr. Ebenbach stated that he and Mr. Laustsen were discussing new camera options, but there is nothing new to report.
- **Verizon Negotiations** – Ms. Mason advised that there was nothing new to report.
- **Operations** – An analysis of the failed slide projector that was used in the old main meeting room concludes that its DLP chip has malfunctioned. Repair is not expected to be cost effective, since the projector will be replaced by new technology in the new building. For the time being we will plan to continue to use the spare projector from the conference room instead.
- **Spending** – Upon a motion made by Mr. Ebenbach and seconded by Mr. Laustsen, the spending of \$55.31 by Mr. Peters for clips used to fasten the Supervisors table skirt was approved.
- **Adjournment** – The meeting was adjourned at 8:15 PM on a motion made by Mr. Peters and seconded by Mr. Laustsen.

Meeting Notes respectfully submitted by Arthur Zapolski