

Telecommunications Advisory Board (TAB)
Meeting Notes: January 13, 2020

Members Present: Ed Ebenbach, Chairman, Kurt Krause, Art Zapolski, David Laustsen, and Keith Peters

Associate Members Present: Jean Laustsen, and Doylestown Township Police Office Jessica Whiteside

Quorum: Yes

Board of Supervisors Liaison: Nancy Santacecilia

Township Manager: Stephanie Mason

Special Projects Coordinator: Andrea Susten

Proceedings

- Meeting - Called to order at 6:30 P.M. by Mr. Ebenbach.
- New Board of Supervisor Liaison, Ms. Santacecilia, was introduced and brief introductions of the TAB members followed.
- Reorganization – Mr. Ebenbach transferred control of the meeting to Ms. Mason and Ms. Mason opened nominations for chairman. Mr. Zapolski moved, and Mr. Krause seconded a nomination for Mr. Ebenbach to be the Chairman. No others were nominated and nominations for chairman were closed. By a vote of 4 to 0, Mr. Ebenbach was elected as chairman of the TAB group. Ms. Mason then opened nominations for Vice Chairman. Mr. Ebenbach moved, and Mr. Krause seconded a nomination for Mr. Peters to be the Vice Chairman. No others were nominated and nominations for Vice Chairman were closed. By a vote of 4 to 0, Mr. Peters was elected as Vice Chairman of the TAB group.
- Review and Approval of Minutes – The December 9, 2019 TAB Meeting Notes were approved unanimously with thanks to Keith Peters following a motion by Mr. Laustsen and seconded by Mr. Ebenbach.
- New Building/System Upgrade Project – Mr. Ebenbach updated the group concerning the Community Meeting Room audio limitations:
 - The acousticians are not licensed to specify or perform the remedial steps needed. This may mean the other proposal may need to be revisited, absent identifying other possible vendors.
 - Ms. Santacecilia added that the auditoriums in the local high schools have been recently renovated and perhaps TAB should see who was used for this work.
 - Ms. Santacecilia also noted that it is difficult to hear other individuals on the dais. Mr. Ebenbach noted that the PA system feeds back if the loudspeakers above the Supervisors are turned up higher than it is already set. He believes that the proposed installation of sound absorbing panels on both the side and back walls will allow the PA system to be turned up. He noted each person desiring to be heard must speak directly into the microphone before them and be sufficiently close to the microphone to be picked-up by that mic's pattern.
 - Additional research is underway to identify suppliers, installation options, and to examine similar situations.
 - AVT is expected to deliver the custom Audio Control Panel software for the Production/Recording Audio Mixes on January 23rd. The computer and monitor are on-site and ready to go.
 - Ms. Ebenbach explained that the addition of a second microphone to the chairman's position meant the podium went from two microphones to one microphone. This apparently works well and actually improved audio performance. It was also noted that turning off the wireless microphones, when they were not being used, also helped improve the sound quality.
- Programming Projects
 - Current/YTD Video Content Metrics – the metrics shows an 82.9% programming average, which is 3% higher than December. Mr. Ebenbach noted that this metric does not show the ages of the videos in rotation and that some are significantly old. He asked whether the group thought that the report was still a useful effort. Mr. Peters and Mr. Zapolski expressed that this report is very useful in informing the group as to the level of performance and for helping identify areas that need attention or alteration.
 - Discussion of new 2020 Projects - Mr. Ebenbach asked for suggestions on new video projects for the 2020 year. The ideas identified were:
 - **Board of Supervisor Introductions** – Ofc. Whiteside noted that short introductory videos of the people at the dais may help residents know who to address their concerns to and may help

viewers understand who serves them.

- **Board of Supervisors Ads** – another suggestion was that short introductory interviews of the Supervisors be recorded to serve as introductions to the Meeting replays, introductions of the individuals, and to invite the residents to attend.
- **School District** – Ms. Santacecilia asked if TAB had reached out to the Central Bucks School District and, upon being informed of the various efforts TAB had made and the results of those efforts to date, volunteered to again contact Ms. Linch at the District to further this avenue.
- **Current Active Projects – next steps**
 - **Trail System** – Many aspects of this project were discussed. Mr. Ebenbach expressed that the 35 minutes of video shot of Mrs. Goldman and Mr. Kelso on the memorial trail bench by Kutz Elementary lacks a concise message. This also applies to a lesser extent in the segments recorded of Mr. Kelso on various sections of the trail system. He suggested that by making these videos available for viewing by Mrs. Goldman and Mr. Kelso might encourage them to help us organize how to move forward. Mr. Zapolski wondered aloud if some over-riding structure on this might make sense. Mr. Peters added that perhaps breaking the video down to individual segments may make this appear a less monumental task. Mr. Ebenbach added that since our trail system is connected to a multi-state trail system, perhaps the bigger picture also needs to be addressed. Using a consistent professional talent was discussed as a way to bring some stitching together of different segments.
 - **Dog Park Video(s)** – Ms. Susten shared that Kathy Brown had provided her with the video she had recorded of the dog park. Ms. Susten indicated that this was a test video, that the fob entry system is being changed, and that the dog park people wanted two videos. The first video was to be a general overview of how the dog park functioned. The second was a video to replace the in-person orientation session by Ms. Brown. Ms. Laustsen then shared a small sample of the video. The Board noted that unfortunately the video was shot vertically on an iPhone. While the video resolution was sufficient, the lack of horizontal aspect ratio conformity, and the options, which Ms. Laustsen showed, and none of which are desirable, means a reshoot is needed. Ms. Mason noted that perhaps TAB could generate a list of suggestions of how to shoot quality videos for other committees to look at. Mr. Peters volunteered to begin a draft of the list and to circulate it to gather additions/deletions/modifications.
 - **Police Intro Video** – Ofc. Whiteside explained that a photographer will be coming to the township shortly to take new headshot photos of each member of the Township police department. The addition and/or future departure of individuals from the Township police department was discussed. Ms. Susten will make a slide show, with Mr. Peters' assistance. This draft will then be reviewed by the TAB group prior to submission to and evaluation of the slide show by Chief Logan. Ofc. Whiteside will supply the digital headshot photos to Ms. Susten. Ofc. Whiteside also shared that the drone-shot by Mr. Shea, in front of the new building and of the whole department with a phalanx of police vehicles arrayed, failed to produce a useable photo.
 - **Doylestown Historical Society (DHS)** – Although Mr. Abramson is no longer heading the DHS, his intro and outro segments are still being used as his involvement with DHS continues. All of this is pending the possibility of the Laustsens completing a similar intro/outro session with the new DHS leader. On another subject, Mr. Ebenbach noted that a DHS baseball video recently shown on DTV left him wondering if possibly a Nexus-based mask could be used to superimpose a Program/Schedule identity on our programming. Mr. Peters, Mr. Krause, and Mr. Ebenbach will look at the Nexus manual in greater detail to see if there is anything worthwhile to further consider.
 - **Township Welcome Wagon Video** – Mr. Zapolski cited that he was in receipt of the many comments by those who had reviewed the draft video. He explained that there would be delays as he was breaking-in a new computer. He went on to say that he hoped to accommodate as many of the comments as possible, but that not all suggestions would be technically feasible. Mr. Peters added that some of the limitations may be permanently recorded in the video sections and are thus not susceptible to modification. Further work is ongoing, including a

meeting at Mr. Zapolski's editing suite that is likely to be attended by Ms. Laustsen and Mr. Peters.

- **Hart's Woods Dedication Ceremony** – Ms. Susten is continuing to explore whether or not she can make a video from the sub-optimal video and stills available to her from this event.
 - **EAC** – not really focusing on video end as they are focused on producing pamphlets. They have an upcoming event and Mr. Ebenbach suggested an event ad. His initial thought was that it be about one minute long or maybe even shorter. Ms. Susten will discuss with the EAC at their meeting on Tuesday, January 14th.
 - **Website tutorial** – Ms. Susten would like to pursue this initiative after the new website goes live. She indicated that the new website is nearly ready for switch-over.
- Township Website upgrade project – See above.
 - Slides update – Ms. Susten reported her intern has completed a draft deck of slides. She offered to bring the draft slides to the next TAB meeting.
 - Social Media Status – Ms. Susten distributed the spreadsheet that showed increases in areas of people making access to Township Social Media. The Crimewatch performance may be modified on the spreadsheet as it currently includes both a County-wide figure and a Doylestown Township figure. The expungement issue was explained by Officer Whiteside. Mr. Ebenbach responded to Ms. Santacecilia's question about numbers for the IMG/Streaming service. The Township seems to be fully in compliance with this directive.
 - Verizon Franchise Negotiations – Ms. Mason indicated there is nothing from the consortium to report at this time.
 - Mr. Peters offered to make an attempt to test the creation of various intro segments, for the hours on DTV dedicated to various topics, by beginning with Ms. Jeannine Mitchell of the EAC.
 - Adjournment – The meeting was adjourned at 8:55 PM on a motion made by Mr. Zapolski and seconded by Mr. Krause.

Meeting Notes respectfully submitted by Keith Peters