

Telecommunications Advisory Board (TAB) via ZOOM  
Meeting Notes: February 8, 2021

**Members Present:** Ed Ebenbach (Chairman), Art Zapolski, David Laustsen, Jenya Shuportyaka, Kris Ballerini

**At-Large Members Present:** Jean Laustsen

**Board of Supervisors:** Nancy Santacecilia

**Quorum:** Yes

**Township Manager:** Stephanie Mason

**Special Projects Coordinator:** Aaron Walizer

Proceedings:

- Meeting - Called to order at 6:33 pm by Mr. Ebenbach.
- TAB welcomed new member Kris Ballerini. Ms. Ballerini described to the Board some of her 15 year background in TV both in front of and behind the camera, and expressed her enthusiasm for getting involved in this new group.
- Quick thank you to Jean and David Laustsen for the January 11 Meeting Notes, which were approved (4-0, 1 abstention) on motion by Mr. Zapolski and seconded by Mr. Laustsen.
- Community Recreation Center project – Mr. Zapolski presented the list of questions and their answers that he provided to the Feasibility Study consultant in a 15 minute phone interview on February 2. Those answers corresponded to the consensus established at the January 11 TAB meeting, and shown in those Meeting Notes. He stated that he was asked what kind of space might we need in the new facility, and answered about the same size as the TAB Control room in the new Township building. Mr. Zapolski stated that he thought that the consultant might contact TAB again once the building's functionality had been determined.
- Annual Boards and Commissions reports to Board of Supervisors – TAB has been tasked with collecting the video reports from the individual Boards and Commissions, to edit and combine them into one long program for review by the Township Supervisors. We will also retain edited individual reports for posting on the TV channel and the Township website. Mr. Ebenbach and Mr. Walizer reported that we had received two recordings directly, and recorded six other groups directly. Two more groups will be recorded in the near future. Ms. Laustsen has graciously agreed to edit them into programs and is now underway with that task. Mr. Ebenbach stated that he would send out the link to the TAB video once it had been completed.
- Programming Projects – Planning/Next Steps:
  - COVID-19 Interviews/Vignettes: Mr. Zapolski indicated that he thought that this project had about run its course, and would should soon be wrapped up. His opinion was that we should put the finishing touches on the three episodes that have been completed, combine them with the already-produced Introduction, and release them for broadcast and web usage while the subject matter remained timely. After discussion the group concurred. Ms. Ballerini asked whether or not the Township was showing any of the County Coronavirus vaccine information material. Ms. Mason and Mr. Walizer described the County material that has been shared on the Township's website and to the email groups. Ms. Ballerini indicated that she would follow up with Commissioner Marseglia to find out whether the County has a video that we could also deploy on our channels.

- Mission/Vision Document – Aid for other Boards and Commissions: Mr. Ebenbach presented three documents to the group
  1. A series of content-organizing questions prepared by Ms. Shuportyaka
  2. a Tips nuts and bolts document for producing Videos that had been presented to the EAC during March 2020
  3. a document from former Board member Keith Peters that laid out the variety of communications channels available to the Township

Mr. Ebenbach pointed out that the documents taken together illustrate the wide range of approaches that could be taken to tackling the issue of how to communicate. The group agreed after lengthy discussion, and felt that some simplified combination of the three put together in a single document might be the best way to proceed. Some explanation of the purposes for the various channels of communications, particularly Social media pipelines, and timelines for event planning should be added. Ms. Shuportyaka and Mr. Walizer agreed to work on a draft of such a document to be reviewed at a future meeting.
- Chamber Chat Videos: No new updates. Mr. Ebenbach noted that he still intends to contact the Chamber regarding adding these videos to our programming.
- Municipal Authority Video – Mr. Ebenbach indicated that now that the Authority Executive Director has successfully completed the Annual Report video, he is interested in pursuing a longer form video and will start to put together a script outline for the project.
- Trails/Parks videos – Mr. Ebenbach suggested that this project could most likely get back underway in the late Spring, once the Coronavirus vaccination situation had advanced sufficiently. The group discussed what video is already available, and the desire to work in concert with the new Interactive Trails map initiative that the Bike and Hike Committee has undertaken.
- School District Programs: Ms. Santacecilia indicated that she had introduced Michael Gruber, the CB Mid and High School music coordinator to Ms. Mason and Mr. Walizer, and that he had shown an interest in providing concert and student videos to the Township for airing. Mr. Walizer reported that there was no problem with student created video content, but that he had some copyright concerns with filler material after he reviewed some sample videos that had been provided. The discussions will continue.
- Social Media Status: No formal report was made for this meeting, though Mr. Ebenbach noted that the statistics for the web streaming service we use for Board of Supervisor meetings had doubled to as many as 200 viewers per meeting during 2020.
- Operations – Mr. Ebenbach updated the group on the status of the Acoustic Remediation project for the Township Meeting Room. He indicated that the RFP for Engineering Services was expected to be sent out to seven or eight identified firms on February 15. This would lead to proposals being received by March 19, and an award around April 6. Under this plan, construction is expected to occur during May-June.
- Verizon Franchise Agreement: No new updates to report. Ms. Mason will follow up.
- Meeting adjourned at 7:45 pm.

Respectfully submitted by:  
Ed Ebenbach