

Telecommunications Advisory Board (TAB)  
Meeting Notes: April 8, 2024

**Members Present:** Ed Ebenbach, Jenya Shuportyaka, Art Zapolski, and Jean Laustsen

**Board of Supervisors:** Barbara Lyons and Dan Wood

**Township Manager:** Stephanie Mason

**Assistant Township Manager:** Andrea Susten

Meeting called to order at 5pm.

**Approval of Prior Meeting Notes:** Motion to approve the Notes from the March 11, 2024 meeting made by Mr. Zapolski after Ms. Laustsen's name was added as being present for the meeting. The Notes as amended were seconded by Ms. Shuportyaka, and then approved by the committee.

**Unfinished Business:**

- A. New CRC Park Improvements Video** –The marketing campaign video was viewed by the committee and fine tuning was recommended. The changes to be made included correcting the mistitling of a person interviewed, reshooting Ms. Lyons' sequence and making changes to the crowd shot. After these changes are made the project will be wrapped up. The committee agreed that Ms. Lausten did a fine job editing the piece.
- B. DART Promotion** – Mr. Zapolski reported that on April 5 he did a ride-a-long on a DART bus and shot approximately one hour of "B" roll. He said that he would furnish a copy of the raw footage to the committee in the next few days. Mr. Ebenbach observed that the route which was filmed did not match the storyboard written for the Warrington route. Mr. Zapolski stated he went on the bus ride requested by DART. It was agreed that what DART had decided that they wanted was a video which would be an advertisement for the entire DART system and not for a particular route. This may require storyboard revisions.
- C. Dog Park Training video-** Ms. Lausten is continuing to work on editing the portion of the video which involves dog behavior and training. Mr. Ebenbach reshot the opening, which was done in the Township's main meeting room. Portions of the video will be reworked due to sound issues with the question-and-answer segment of the production. Further progress on the project will be reported during the next TAB meeting.
- D. EAC Ten-Year celebration** – Ms. Shuportyaka will go to EAC's first work session of the season on April 27 and film a short promo for the Ten – Year celebration planned for June. This has been coordinated previously between the chairman of EAC and Mr. Zapolski. After the promo is finished, Mr. Zapolski will continue working with the EAC to film the celebration and a video regarding the landscaping of the pond in Central Park.
- E. Summer Concert Promos** – Work on this video series has not started yet. Ms. Susten raised the concept of how she could handle producing the weekly videos during the season. Her idea is to reuse the core promo video covering the entire season by changing a portion to feature the concert of the week. In the past Ms. Lausten has gone online to find material on each act to add to the weekly promo. Mr. Ebenbach stated that he will

furnish a list of the acts to Ms. Lausten. Ms. Susten wants to help with the promos so that she can take some of the workload off Ms. Lausten's shoulders.

- F. National Night Out-** The details of the video still must be worked out. However, Sgt. Whiteside will do the voice over and she has the footage from last year's event to work with.
- G. Golf Outing -** Ms. Lyons suggested that TAB does not need to expend a great deal of effort on this production, suggesting we reuse last year's version. Drone footage could be added if available which would be shot by the venue.
- H. DTV Program Broadcast Schedule Revamp –** Mr. Ebenbach advised that there is nothing new to report.

### **New Business**

- A. Other new ideas/suggestions –** No new suggestions at this time.
- B. Operations-** Mr. Ebenbach reported that there were no equipment issues.
- C. Verizon franchise fee payment –** Payment has not been made yet.
- D. Decision about schedule for next TAB meeting-** The next meeting will be May 13.

**Meeting Adjourned: 5:45pm**

Respectfully submitted by:  
Art Zapolski