

Telecommunications Advisory Board (TAB)
Met in-person at Doylestown Township Building Caucus Room
Meeting Notes: December 9, 2024

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

Board of Supervisors: Barbara Lyons

Quorum: Yes

Township Manager: Stephanie Mason

Assistant Township Manager: Andrea Mergner

Meeting called to order at 5:05pm.

Approval of Prior Meeting Minutes: Minutes from August 12, 2024 were approved unanimously by the committee. The October 9, 2024 minutes were also approved unanimously.

Unfinished Business:

- DART Promotion: After reviewing Mr. Zapolski's work on the DART promo, everyone confirmed it looks great. It's already gone out in the Township's E-news since it was approved by the DART staff.
- EAC Videos – Pond, Garden Party: These are still in progress.
- CRC AV Planning: The building is still under construction and is getting close to completion. We have the plans, but not much more we can do this year. Mr. Ebenbach has obtained a design and the Township has retained AVT to install the equipment necessary for the new building.

New Business:

- Operations: nothing new to report.
- Potential 2025 Projects:
 - Ms. Lyons suggests we do a video introducing the new building in the style of a tour where people can learn more about the new space and how to get involved. Mr. Bakun suggests we do a series promoting the programs, donors, events, etc. These videos can be created at once but released gradually. Mr. Zapolski notes there might also be a ribbon cutting video, but that's a short life/high hype kind of video that can probably be done faster and more effectively with stills.
 - EAC wants to do an EV symposium. High potential.
 - Additionally, we would continue to do the videos we've done in the past: National Night Out, Summer Concert Series, Touch a Truck, and such. To save us time we can do short sizzle reels for each Summer Concert performance with a generic promo. These would be posted on the socials with more details in the caption.
 - There's a new trail that opened recently. Ms. Mason suggested we highlight it in a video for the trail video series. Shady Retreat – Safe Route to School.
- Production Creative Brief: Mr. Bakun has crafted a creative brief to help people better formulate ideas for video projects. Based on his experience in managing creative teams, this is his guide to helping bring people and ideas together. TAB members will review it in detail in the coming days and reach out to Mr. Bakun with any questions/comments.
- Next year's meeting schedule is set. It will continue to be 2nd Mondays at 5pm.
- Next meeting: Next meeting will be 1/13/25.
- Meeting adjourned 6:03

Respectfully submitted by:
Jenya Shuportyaka