

Telecommunications Advisory Board (TAB)
Met in-person at Doylestown Township Building Caucus Room
Meeting Notes: March 10, 2025

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

Absent: Jean Laustsen, Barbara Lyons, Andrea Mergner

Quorum: Yes

Township Manager: Stephanie Mason

Meeting called to order at 5:04pm.

Approval of Prior Meeting Minutes: January 13, 2025 Meeting Notes were approved unanimously by the committee.

Unfinished Business:

- Community Rec Center Branding Project: Mr. Bakun presented an example of a video he's created in the past and how we can create a similar style video that can be broken up into smaller videos to help promote the functions of the new CRC building.
 - Ms. Mason emphasized that we are on the precipice of an amazing space that will create more opportunities for the community center. We need to hype it up now.
 - At the CRC meeting last month, Mr. Ebenbach directed them to think about the video in individual pieces. We can still make them feel like one campaign, but it won't be so overwhelming to outline and create. The videos could go out in the e-news and on social media. This way, we have a distribution plan.
 - Mr. Ebenbach suggests setting up another meeting with the Parks & Rec people to get an idea of what's important to cover from the list of topics they prepared. Mr. Bakun also suggested bringing some sample videos for them to review so they get an idea of the feel.
 - Mr. Bakun asked if we have a schedule for content that will be released or a schedule of events for the new space. Since Ms. Mergner handles most distribution, we need to get Parks & Rec, Ms. Mergner, and TAB together and create a plan for the content.
 - The target opening date of the CRC is mid-June, which creates a limited timeline for us.
 - Mr. Bakun agreed to create a rough cut sizzle reel to present to the CRC team, Ms. Mergner, and TAB in a few weeks at the next informal meeting. That way, they can have an idea of what direction we'd like to go in. The focus will be on creating a sizzle reel that's high energy, with clips of what's to come (stock footage). The goal is to craft a message that would get people excited about this space.
 - Mr. Ebenbach will schedule a meeting with the CRC, Ms. Mergner, and TAB to go over next steps.
 - Mr. Ebenbach also agreed to set up an internet drive which all of the TAB participants can use to share files.
- EAC Garden Party and Pond Videos – The two videos created by Mr. Zapolski were approved.
- Bike and Hike Trail video:
 - Now that the new trail has opened, Ms. Mason asked that we put together another trail video to add to our collection. We have a liaison, who Ms. Shuportyaka will reach out to.
 - Ms. Mason presented a new video idea for SRTS. It's an instructing video for PE teachers explaining safe cycling for children. We will send Mr. Bakun's creative brief to the SRTS people to fill out to see if they can provide us with some more information on what they're looking for.

New Business:

- Operations: The Comcast channel glitch/distortion has been resolved.
- Nothing new on revamping the broadcast schedule.
- Next meeting will be 4/14/25.
- Meeting adjourned 6:57pm

Respectfully submitted by:
Jenya Shuportyaka