

Telecommunications Advisory Board (TAB)
Met in-person at Doylestown Township Building Conference Rm B
Meeting Notes: April 14, 2025

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

Absent: Damon Bakun (on leave)

Quorum: Yes

Board of Supervisors: Barbara Lyons

Township Manager: Stephanie Mason

Assistant Township Manager: Andrea Mergner

MEETING CALLED TO ORDER: At 5:00pm

PUBLIC COMMENT: None

APPROVAL OF PRIOR MEETING MINUTES – Motion to approve minutes from March 10, 2025 meeting made by Mr. Zapolski, seconded by Ms. Laustsen. Unanimously approved.

UNFINISHED BUSINESS:

Leave of Absence Request: Mr. Bakun has requested a temporary leave of absence. Since the requested leave is temporary, no action is required. After 3 months, we will see where we are.

SRTS Video (Safe Routes to School): – Ms. Shuportyaka and Ms. Mason have been in contact with school liaison, Ms. Nicole Gull McElroy. The purpose of the proposed video is to show it at teachers' conference(s). It can serve as a training video for PE teachers as well. Ms. Mason will clarify with them if the video will be used multiple times and at different schools. The Bike & Hike committee is overseeing this, so it was suggested that they do the storyboards. TAB will give them a Bakun questionnaire to fill out. Ms. Mason will ask Ms. McElroy to read the script and record the audio. Ms. Mason is expecting to meet with Ms. McElroy on April 15. No due date has been set yet.

Community Rec Center Branding Project: Ms. Susten is in charge of handling this. She is producing short-term, quick videos that will be posted to social media. The topics include 10 categories selected by the Parks & Rec team. Ms. Mergner has already produced one video about the pickleball courts and one about Arts and Crafts activities, including Parents Night Out. She played the Arts and Crafts one for the committee. The Open and Close will serve as a "donut" for all of these videos. Ms. Mergner will add a call to action at the end. The whole idea is to drive people to sign up on the township website for various programs. It's a good message...it brings the community together.

Review and mark up TAB long-form introduction video storyboard DRAFT (to be presented at meeting): A longer form video will be produced when the center goes into operation. This will enable us to present footage of the actual building, sports courts, etc. Ms. Mergner's script for

the longer form video was shared. Mr. Ebenbach broke it up into grids: Section Name. Narration. Video Track. Time Budget. Mr. Ebenbach asked the committee to look at the script and think about ways to tighten it up.

Video will include a combination of live video, stock footage, graphics, and stills. We can interject real people, families, including sound bites if appropriate. Review what we have already and what we need to shoot.

Ms. Lyon suggested using a phrase throughout the video for each of the activities such as “A New Central Park” is here for you. Keep repeating that phrase.

Mr. Ebenbach will email committee members the word document. He asks that we all review the script, inserting ideas of what to show in each video track section and then get back to him in the next week. He will set up another meeting with Parks & Rec.

DTV Program Schedule Revamp: Mr. Ebenbach has nothing new to report

NEW BUSINESS

Operations update – ATV came for a tech visit and equipment rearrangement twice last month fixing several things. We’re getting closer to getting production control down to a one-person operation. Mr Ebenbach will reach out to ATV about giving us custom buttons and improving switching configurations.

TAB Review to Board of Supervisors scheduled for the Board’s July 15 meeting. Mr. Ebenbach will be collecting some examples of what we do over the next few months. He will take photo of us at our next meeting.

Next TAB meeting is scheduled for May 12. Intermittent meeting with Parks & Rec TBA.

ADJOURNMENT: Meeting was adjourned at 6:05pm.

Respectfully submitted by Jean Laustsen