

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
April 9, 2012

In Attendance: Chairman, Kurt Krause; TAB Committee Members, Ed Ebenbach and Joe Salvati; Tom Scarborough, Board of Supervisors Liaison; Rick Colello, Board of Supervisors Member and Staff Liaison Sandra Zadell, Assistant Township Manager.

Minutes: On a motion made by Mr. Ebenbach, seconded by Mr. Salvati the meeting minutes from the March 5, 2012 were approved as amended.

Mrs. Zadell reported that it was time for the Bucks County Historical renewal, which would be \$40. The committee decided against moving forward with that renewal.

Mrs. Zadell gave a Comcast and Verizon update. On the Comcast update, she stated that they were changing some of the billing options. The Verizon update was a customer mailing.

The committee then discussed the Comcast Franchise renewal. They suggested inviting Brian Jeter to their May meeting to have the first discussion on franchise negotiations. The committee discussed their franchise strategy; they highlighted the important topics that they want to make sure they achieve in the franchise renewal, which are:

- maintaining sufficient spectrum so that they can do HD or SD programming
- Obtaining at least \$15,000 in grant funding
- protecting the Central Bucks School District cable service and their channel.

The discussion was finalized by the committee requesting that Mrs. Zadell invite Mr. Jeter to the May meeting.

The committee then reviewed the 2012 budget that Mr. Ebenbach prepared. He stated that the second monitor installation cost was higher than originally budgeted; they needed to adjust it due to the need to purchase an additional adapter (which did not work with our system), and a replacement video card and VGA cable.

A motion was made by Mr. Krause, seconded by Mr. Salvati to approve the increased funding that was spent on the second monitor project. The motion passed.

Currently, the way the budget is trending, TAB will end the year with \$14.35 left over at the end of 2012.

Mr. Ebenbach reported on the lectern project, he stated that he has not been able to get in touch with Rick Schea. Mrs. Zadell stated that Mr. Schea has been out of the office recently on trainings and that hopefully he will be able to get back to Mr. Ebenbach shortly.

Mr. Krause reported on the web streaming statistics, he said that the last Board of Supervisors meeting we had approximately 40 viewers. There were 117 views in

Doylestown, 26 in Northfield, NJ. He also reported that the web streaming feature can be viewed on and I Phone or an I Pad, but the live stream only works on a PC connection. Mr. Krause reported that he did a feature request with IQM2 asking them to review the live streaming capability on I Pads and I Phones.

He also did a review of sites in the area that are using the Granicus Service; he stated that most of them do not work with Apple products at all so we are a little bit ahead of the game.

Mr. Colello stated that he suggests that the committee do a viewership memo to the Board of Supervisors, just giving them an update on how many people visit the site, viewers, the geographic region etc. Mr. Krause agreed to put together the memo by April 26th for the Board of Supervisors meeting on May 1st.

Mr. Salvati also agreed to provide newsletter content for the upcoming newsletter by April 25th for Mrs. Zadell to include that would advertise the web streaming service again.

Mrs. Zadell reviewed the operational issues on the backend of the web streaming service with the preparation of the agenda and minutes. She still thinks that it is a lengthy process for the administrative assistant to handle on the back end, just because we have to generate the minutes, and then change them for style and content in two different places.

Mr. Ebenbach and Mrs. Zadell reported that operationally things are going really well. They have started training Ashley Thompson, another Township employee on how to operate the system. She was a natural and did very well.

Mr. Ebenbach did state that we are having a little bit of an issue with the starting sequence and getting everything timed correctly. He really feels like a displayed countdown timer may help alleviate some of those issues. It could be on the wall or on the supervisors table where both Mr. Ebenbach and Mrs. Zadell and Mrs. Lyons can see the countdown and act in accordance with it.

Mrs. Zadell asked if Mr. Ebenbach could cover the Senior Task Force meeting this upcoming Friday, April 13th. Mr. Ebenbach will get back to her.

Mr. Salvati revisited the idea of adding the Township Seal or Sponsorship info to the big blank wall behind the lectern where people speak during the Board of Supervisors meetings.

He also suggested that we start a special ongoing section in the Newsletter to display pictures of the Township, which are submitted by residents. The pictures would be of people, places and things in the Township from the past and of the present to inspire community involvement and for the purpose of obtaining pictures that we could use in the Moments in Time Documentary. He said we could also use the Township website and DTV as additional methods for requesting these pictures and for displaying them to increase viewership.

Mrs. Zadell and the committee also thought that would be a good item to include in the upcoming newsletter. Mrs. Zadell will follow up with what kind of release form we would need with Mr. Garton.

The committee then reviewed the Allan Gilmore, Moments in Time piece that Mr. Salvati put together.

The TAB committee adjourned at 9:05pm.