

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
March 10, 2014

In Attendance: Ed Ebenbach, Committee Chairman; Kurt Krause and Joe Salvati, Committee Members; Ken Snyder, Board of Supervisors Liaison; Rick Colello, Board of Supervisors Member, Ashley Thompson, Special Projects Coordinator and Staff Liaison. Guests: Keith Peters, Dave Moore & Gideon Slife, FocuxMX

Website

Dave Moore and Gideon Slife representing FocusMX were in attendance to discuss with the committee the technical alternatives for providing access to DTV library video programs on sections of the Township website. Mr. Moore recommended that the Township consider Vimeo as a supplier for streaming the content. He volunteered to put together a test case for the committee to use in evaluating different suppliers of video streaming services. Mr. Moore will send this to Mr. Ebenbach within 2-3 days.

Social Media

The committee moved on to discuss the Township's use of Social Media while the FocusMX guests were still present. Mr. Moore stated his opinion that for Facebook and other social media outlets to be useful communications tools for the Township, the Township needs to use them creatively, frequently, and consistently. He went on to explain that the Township needs to have a strategy/plan on how to share important items from the website. He suggested creating a way of tracking the Township's use of social media to see what is working and what is not.

Mr. Salvati suggested that having residents share photos of themselves at Township parks and services could spark a greater following on social media. Mr. Moore offered to return to a future meeting with someone from his office with the expertise to discuss with the committee an effective way to increase the following of Township social media. The committee thanked Mr. Moore and Mr. Slife for sharing their expertise and taking time to come meet with the group.

Mr. Ebenbach reminded the committee of the plan to devote the April TAB meeting to discussing this topic further. The committee agreed to invite FocusMX back to participate in that discussion and help the committee to formulate a strategy on this topic. Ms. Thompson will take care of inviting and coordinating with FocuxMX to have them attend the April meeting.

Mr. Peters introduced the idea of offering users of the Township's social media channels a discount when signing up for events and programs online as a means to increase following. He also suggested that inviting the reporting of pot holes via social media could increase the following since that has been a hot topic during this past winter season.

Minutes

Mr. Krause motioned approval of the minutes from February 10, 2014. It was seconded by Mr. Salvati, and carried unanimously.

Comcast Franchise Renewal Update

Mr. Ebenbach reported that the renewal process was moving along and that there was nothing new to report. He stated that there would be an internal review meeting on March 13, 2014. Mr. Ebenbach will report back to the committee at the next meeting in April.

Programming

Mr. Ebenbach reported that he attended February's Bike & Hike Committee meeting and presented them with the opportunity to use the township's new GoPro camera. Mr. Ebenbach then gave possession of the GoPro camera and related items to Ms. Thompson who will be in charge of the camera. Mr. Ebenbach reported that currently Judy Hendrixson from the Bike and Hike Committee has signed out the camera.

Mr. Salvati reported that the Planning Commission shoot planning meeting went well and that the group is in the process of creating a slide show and story board. Mr. Salvati and Mr. Ebenbach will confer on how to film this project. Ms. Mason, Ms. Hendrixson, and Ms. Stern-Goldstein will meet on March 31 to formulate the story board and collect the supporting documents and slides, and then the whole group will meet on April 10th to talk their way through the plan for the shoot.

Mr. Salvati reported that the Traffic Advisory Board did not meet last month; he explained that he submitted approval paperwork to the committee for a video. Ms. Thompson reported that the video was approved. Mr. Salvati will send the video to Ms. Thompson for placement on the Government Access Channel.

Mr. Salvati reported that there is a draft video of the 2013 Howl-O-Ween event that was created by Mr. Peters. Mr. Peters stated that he was looking for group pictures of the winners to be added to the video. Ms. Thompson agreed to contact the Director of Parks & Recreation to see what photos she has available from last year's event. Mr. Salvati explained that the video was given to the Township Manager to pass along to the Chairman of the Dog Park for review and comments. He is currently waiting to hear back from her.

Ms. Thompson reported that she had checked with the Township intern and the Parks-Recreation Program Guide/Commercial project had been placed on hold due to other priorities. Ms. Thompson said that the intern is now able to resume working on the project.

Mr. Ebenbach reported that Ms. Mason reached out to the Doylestown Historical Society and they do have an interest in providing us with additional videos. Ms. Mason and Mr. Ebenbach will meet with the Historical Society and report back from their meeting to the committee.

Mr. Ebenbach reported he has not yet had time to meet with Sinclair Salisbury, Director of Code Enforcement to discuss the need to have more Emergency Management information provided to the Township residents.

Mr. Peters reported that there is a video of Barbara Lyons from Local Government Week at Kutz Elementary that could be used in the future. He also explained that there is film from last year's Touch a Truck event which the committee could potentially use to create an ad for this year's upcoming event. Mr. Ebenbach indicated that there might be sufficient time to turn the film into a short advertisement. Mr. Peters will have a look at each of these videos and report back to the committee

Mr. Ebenbach reported that once he determines how to easily obtain the data, he hopes to be able to report on the video content metric at each meeting.

2014 Projects/Spending

Mr. Ebenbach reported that the prior month's expenses had totalled the \$130.52 approved at the February meeting. The budgeted \$4,500.00 for the long term fund remains intact.

Mr. Ebenbach reported that he and Mr. Krause plan to schedule a discussion with Ron Rossi regarding implementing an emergency communications capability utilizing the Verizon internet connection in May when Ron is expected to become available. He also raised the subject of expanding the public wireless internet availability in the Township Buildings. Ms. Thompson will check to see if the Township Manager is interested in pursuing this subject and report back at the next meeting. Mr. Krause explained the difference in cost for each of the choices for this expansion.

Operational Issues/Control Room

Mr. Ebenbach reported that the SuperTAB computer crashed again at the last CB Regional Area on Aging meeting while running CG100 crawl graphics. He has concluded that the use of crawl graphics in the CG100 program is problematic, and plans to redesign the graphics to eliminate the use of crawls.

Mr. Krause reported that the WebNexus Program has been updated and seems to be working correctly.

Mr. Ebenbach reported that the although the projector is usable, it is not fixed yet and that possibly the SuperTAB browser is not compatible.

Ms. Thompson reported that she has not lined up a backup operator yet, but is continuing to look. She is waiting to receive department head approval for one prospect and will report again at the next meeting.

Adjournment

On a motion made by Mr. Krause, seconded by Mr. Salvati the committee adjourned at 8:05PM.