

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
April 15, 2014

In Attendance: Ed Ebenbach, Committee Chairman; Kurt Krause and Joe Salvati, Committee Members; Ashley Thompson, Special Projects Coordinator and Staff Liaison. Guest: Emily Rehmet, Park & Recreation Board, Youth Member

Guest:

Ms. Salvati invited Emily Rehmet, a member of the Park & Recreation Performing Arts sub committee, to attend the TAB meeting to discuss a video project she was considering to create a film called “A Day in Doylestown” which would promote the Township’ park facilities and encouraging others to visit the parks. Ms. Rehmet explained to the committee that she was aiming for a 10-15 minute video that would provide a promotional piece that could be aired on Doylestown TV. She shared her timeline for filming and to create the complete film. Mr. Ebenbach expressed his pleasure with Ms. Rehmet’s outline and goal for her project. Mr. Salvati suggested that Ms. Rehmet film as much as possible and then cut the footage down to complete the project.

The committee members and Ms. Rehmet discussed the methods by which she could film useable material for Doylestown TV. Mr. Salvati explained to Ms. Rehmet that there should be a way for her to convert her footage from iCloud (if she decided to use her iPad or iPhone to capture footage) and that it would be an easy transition. Mr. Salvati also discussed the use of the Township GoPro camera for the project, and explained that Ms. Rehmet would be able to check out the GoPro camera and use it for her project. Ms. Rehmet received a copy of the Township Photo/Video Release Authorization form to be used for anyone that will be filmed for this project. Ms. Rehmet thanked the committee for giving her the opportunity to discuss this project, and stated that she will contact Ms. Thompson to arrange to borrow the Township GoPro camera.

Website

Mr. Ebenbach shared with the committee that he had received suggested guidelines for evaluating video player technologies that could be used to play back the TAB inventory of videos on the Township website. The committee discussed what the main focus of this project should be. Mr. Ebenbach suggested that as a first step the committee should inventory the videos that the Township currently has, and then determine which (if any) of these might be of interest for access and playback on the website.

Social Media

Mr. Ebenbach reported that the May meeting will focus on social media, and that representatives for FocusMX will be present at that meeting.

Minutes

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

Comcast Franchise Renewal Update

Mr. Ebenbach reported that there will be a meeting with Comcast in May to discuss further. At the moment no specific date has been scheduled.

Programming

The committee discussed the video made by Keith Peters of the Township's previous year Touch-a-Truck and Dog Park Howl-O-Ween events. Given that the 2014 Touch-A-Truck event is coming up quickly, Mr. Salvati asked Ms. Thompson whether there was any information currently on Doylestown TV advertising the event. Ms. Thompson reported that there is a slide on Doylestown TV in the Parks section containing information about the event. The committee agreed that the Touch-a-Truck footage by Mr. Peters was well done but needed to be shortened to capture the attention of the viewers. The committee discussed creating a similar short footage video to advertise the Dog Park Howl-O-Ween event, and agreed to take up this topic closer to the Fall.

Mr. Ebenbach reported that he was able to view the GoPro camera footage taken by the Bike/Hike committee and that it was mostly of reasonable quality. He suggested, however, that to create video of interest to Doylestown TV viewers, the Bike/Hike Committee needed to create and follow a scripted plan when they are filming future footage on the bike/trails. He has conveyed that thought to the committee's chairman.

Mr. Ebenbach and Mr. Salvati reported that they were able to create a Planning Commission – Who we Are and What we Do video with Judy Hendrixson, Planning Commission Chairman, Stephanie Mason, Township Manager and Judy Stern Goldstein, Township Planning Consultant. Mr. Ebenbach reported that the footage turned out very well. He also reported that he and Mr. Salvati also plan to record the Planning Commission meeting scheduled for April 28th to obtain more video and context shots. They also will be photographing some of the documents used in the original interviews and plan to incorporate them and make any other necessary corrections when they create the final video piece. Mr. Krause complimented Mr. Salvati on the filming of the Planning Commission.

Mr. Salvati had nothing to report regarding Traffic Advisory programming.

Ms. Thompson reported that Michelle Mokous, Township Intern is currently working on a Parks & Recreation programming video. She explained that Ms. Mokous had questions on how she could add sound to the video. Mr. Salvati suggested that Ms. Mokous should focus on creating the video on her MAC computer (if she is familiar with creating a video on there) and to store the material on a thumb drive. The video extracted from the drive could later have sound added to it.

Mr. Ebenbach reported that the DTV video content metric has increased since it was first measured in September/October 2013. At that time DTV employed recorded video content on average 37.2% of the time between 6 am and midnight. During April 2014, that measure increased to 48.7%. He observed that there is footage about Traffic twice a week and that such footage is increasing. Mr. Ebenbach stated that he plans to report this video content metric to the committee regularly, so that we can gauge our progress in expanding the amount of video/non-billboard content carried on Doylestown TV.

2014 Projects/Spending

Mr. Ebenbach did not present a spending report because there had been no expenditures in the previous month. He went on to say that there are sufficient funds available to purchase tapes for the Township camcorder which will be needed for future use of the cameras by boards and commission members.

Ms. Thompson reported that Stephanie Mason, Township Manager was interested in the proposal to expand the public wireless network. This expansion should allow for guest wireless access throughout all of the Township and the Activity Center.

Operational Issues/Control Room

Mr. Ebenbach reported that he has modified the Supervisor meeting overlay design to discontinue use of the CG100 crawl feature. He did so to eliminate run-time hangups which have plagued us at the beginning of Supervisor meetings. This new overlay design now achieves a similar result by using a simple succession of name slides. He reported that to date, he had no problems to report.

Mr. Ebenbach reported that he is receiving a message on SuperTAB that we have run out of system back up memory. Mr. Krause suggested cleaning out the system and running a back-up.

Mr. Ebenbach and Mr. Krause discussed the projector and its current functioning, agreeing to consider upgrading the projector in the Fall.

Ms. Thompson reported that Kaitlyn Finley has successfully operated the cameras for two Board of Supervisors meetings and a Central Bucks Regional Aging Task Force meeting. Ms. Thompson indicated that Ms. Finley is doing a great job.

Adjournment

On a motion made by Mr. Salvti, seconded by Mr. Krause the committee adjourned at 8:30PM.