

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
June 16, 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; Ashley Thompson, Special Projects Coordinator and Staff Liaison, Stephanie Mason, Township Manager; Guests: Emily Rehmet, Keith Peters

Programming/Guest:

Emily Rehmet, a member of the Park & Recreation Performing Arts subcommittee, attended to give TAB an update on her video project to create a film called "A Day in Doylestown" which would promote the Township's park facilities and encourage others to visit the parks. She explained that she was on target to deliver the video in July, featuring Central Park and the Environmental Educational Area, and was planning to tackle other areas later. Ms. Mason identified a number of the smaller parks and trails that would likely be a useful addition to the initial video.

Ms. Rehmet went on to say that she has used both the Township's Go-Pro camera (which has now been returned) and her own i-camera. The committee reminded her that she should be obtaining signed Township Photo/Video Release forms especially from the parents of any small children readily identifiable in the finished product. Ms. Rehmet reported that she is just about ready to start editing the many small pieces together, and is hopeful that she will be able to return for TAB's July meeting to show us the nearly completed product. The committee thanked her for her work to date, and stated that they were looking forward to the unveiling in July.

Support Issues/Ashley Thompson's departure from Township

Mr. Ebenbach reported that Ashley Thompson had accepted a job with Warwick Township, that her departure from Doylestown Township was imminent, and that the June 16 TAB meeting was the last that she would attend. He thanked Ashley for her efforts on TAB's behalf both in the early days as a backup DTV operator, and later on as the staff liaison to TAB and regular DTV operator, and wished her well in her new endeavors.

Ms. Thompson then presented a report that she had prepared at Mr. Ebenbach's request, identifying those tasks that she regularly performed that fell under the purview of TAB. A copy of that report is attached for the reader's reference. The committee reviewed and discussed the task listing with the objective of identifying how these same tasks would be performed in the interim before a replacement is found for Ashley, and with particular emphasis on identifying areas in which TAB committee members might have to pitch in to keep the operations afloat.

It was noted that many of the tasks have been offloaded onto two of the Township's interns, who are quite capable and doing a good job. This a good but somewhat dangerous short term strategy, which leaves the knowledge and training that goes with these tasks vulnerable if one of the interns also decides to leave the Township. The biggest area left without adequate coverage in the short term is updating/revising the

program schedules on DTV's Nexus digital server, and for that TAB help may be required from time-to-time.

Minutes

Mr. Krause motioned approval of the minutes from May 12, 2014. It was seconded by Mr. Salvati, the motion carried unanimously.

Comcast Franchise Renewal Update

Mr. Ebenbach reported that a Comcast meeting was scheduled for June 25 to carry the franchise agreement negotiations further. TAB then discussed the strategy revolving around our request for future HD carriage, and the group concluded that we should continue along that path through this negotiating session.

Social Media Discussion

Mr. Ebenbach reopened the Social media discussion by noting that compiling the minutes from our free-ranging May session had been quite a challenge, given the breadth of the topics covered and the number of participants. He suggested There was a consensus among the committee members that the next steps in the process should be as follows:

1. Delineate specific objectives for TAB's Township Social Media project. Mr. Ebenbach agreed to draft up a 2 – 4 sentence statement of objectives for the group to review.
2. Add demographic data to the existing charts by municipality - population, current Social Media statistics, and length of service. Perhaps other relevant communities could also be added.
3. Mr. Salvati suggested that we identify additional content to be promoted on the Township social media sites that could help increase interaction with the community. Mr. Salvati agreed to meet with Ms. Mason to help identify sources for this content.
4. Work with Township Boards and Commissions to get them to boost the Township's Social Media efforts by:
 - a. requesting that they urge their members to "Like" and "Follow" the Township social media channels
 - b. requesting that they consider using those channels to spread information about their Board and Commission activities to others.
5. Given that FocusMX is a finite free resource available in support of our overall communications program, that we hold off getting their help in formulating a go-forward strategy, until we get some of the above basic activities underway.

Programming

In addition to the Parks Video covered above, the committee members stated that they believe that approval to air the Planning Commission Video had already been given. Mr. Ebenbach agreed to get the paperwork filled out and to get it up and running ASAP.

2014 Projects/Spending

Mr. Ebenbach reported verbally that there had been no expenditures in the previous month other than the already approved tapes for the Township camcorder.

Mr. Ebenbach also reported that the Emergency Management cabling has been installed and turned over to Mr. Rossi to execute the network reconfiguration. He will follow up with Mr. Rossi to keep this project moving. He also stated that, given the Township sensitivity to keeping their network secure, and future expansion of the current wireless capability within the Administration building will be handled by Mr. Rossi.

Operational Issues/Control Room

Mr. Ebenbach reported that since Mr. Krause cleaned up the system backup memory issue on SuperTAB, he is no longer having hang up issues when operating the CG-100 overlays.

Mr. Ebenbach also reported that Kaitlyn Finley has successfully taken over operation of the cameras for multiple meetings, successfully replacing Ms. Thompson in that role.

Adjournment

On a motion made by Mr. Krause, seconded by Mr. Salvati the committee adjourned at 9:00PM.