

**Telecommunications Advisory Board
Board Meeting Minutes: August 11, 2014**

Board Members:

Present: Ed Ebenbach, Kurt Krause and Joe Salvati
Absent: None
Quorum: Yes

Others Present:

Supervisor Liaison: Ken Snyder
Supervisor: Rick Colello
Township Manager: Stephanie Mason
Special Projects Coordinator: Sam Bryant
Guest(s): Emily Rehmet, Keith Peters

Proceedings:

- Meeting was called to order at 6:30 p.m. by Chair, Ed Ebenbach
- The Committee members welcomed the Township's new Special Projects Coordinator, Mr. Sam Bryant. Arrangements were made with Mr. Ebenbach and Mr. Krause for the creation of system IDs and training for Mr. Bryant over the next few weeks. Mr. Bryant reviewed his plans for the submission of videos to PSATs as the Township's entry in a statewide communications contest. He announced his intent to submit Emily's Township Parks Video, the Kids Castle Video and the Planning Commission panel video. Mr. Salvati suggested consideration for including the Roving Reporter Kids Castle video.
- **Programming – Parks Video:**
Guest, Emily Rehmet who is the youth member of the Township Parks & Recs board, provided an update to the video she has created about the Township parks system. The video is almost ready with some very minor edits to be completed. The video will be completed and scheduled for cablecast in the next two weeks. The committee discussed ideas to produce future additional programming such as the Sensory Trail and Dog Park as well as parks not covered in the current production, and videos of Parks-Rec programs.
- **EAC Videos**
Mr. Peters provided details regarding videos covering multiple EAC topics for which he has also obtained written approval to cable cast. The videos are: Reducing Runoff – storm water management, Building Green – green building techniques, River Smart Homes – how to control water runoff, After The Storm – the second in the series of the current After The Storm video, and a Monarch Butterfly video. The EAC will review the videos, approve content and forward them to be scheduled. Mr. Ebenbach requested the assistance of Mr. Peters to review the current EAC video inventory for currency and what programs should be associated with others.
- **Bike-Hike trail videos**
Mr. Ebenbach reported no progress on obtaining bike and hike videos. The board discussed the prior video that was taken and the usefulness of the video that was captured. There was consensus that there needs to be more thought given to what is the best method for collecting video. The board discussed options to get video

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from the September 28 bike trail event and other ideas to capture useful video. Mr. Ebenbach discussed the need to meet with the Bike-Hike group to discuss how to showcase the trails of Doylestown and the need to recruit volunteers to shoot video and play other roles such as narrating the video. Mr. Ebenbach will plan to attend the August 19th, 8am, Bike-Hike meeting and will suggest creating a two minute promo which can be run prior to the September 28 event.

- **Planning Commission Video**

Mr. Ebenbach reported that the planning commission video is up and running once daily on the channel. The planning Commission video is one of the submissions that will be included in the PSATS submission.

- **Traffic**

Mr. Salvati reports no update from traffic this month.

- **Current Video Content Metric**

Mr. Ebenbach reported that the video content metric has increased from 45.9% to 54.3% in the last 30 days. Mr. Ebenbach has requested that a user-defined field be added to categorize the programming for easier reporting. Half of the increase was due to longer supervisor meetings this month with the remainder due to additional programming. Mr. Ebenbach has noted it is an improvement which supports our objective to be approximately 75% non-billboard content during the daytime.

- **Minutes:**

Meeting Minutes for 7/14/14 were approved unanimously.

- **Comcast Franchise Renewal:**

Mr. Ebenbach reported a red line draft of the franchise agreement is underway with the objective to complete and forward the draft to Comcast by the end of August.

- **Social Media footprint expansion**

Mr. Bryant discussed utilizing pictures in Social Media postings to enhance the appeal and interest by viewers, as suggested by Mr. Salvati in a white paper that he provided. Mr. Bryant mentioned a PSATs article on Social Media which he will distribute by email.

- **TAB Project Status**

Mr. Ebenbach reviewed the 2014 project list to discuss status against our objectives and focus for the remaining months of the year. In keeping with an objective to reconsider the committee's mission and composition, Mr. Ebenbach asked the committee to consider increasing the number of committee members and provide for terms longer than one year as a means to attract and retain additional volunteers to support key initiatives.

- **2014 and 2015 Budget**

Mr. Ebenbach reviewed the proposed 2015 budget and spending requirements for the remainder of 2014. Mr. Krause will research microphone options for iPads and the GoPro camera. Mr. Krause will also research the current Nexus HD upgrade options.

- **Adjournment:**

On a motion made by Mr. Krause and seconded by Mr. Salvati and unanimously approved. The meeting was adjourned at 8:45pm.