

Telecommunications Advisory Board
Meeting Notes: May 11th, 2015 at 6:30 p.m.

Board Members:

Present: Ed Ebenbach, Chairman, Kurt Krause, Member, and Keith Peters, Member

Absent: None

Quorum: Yes

Others Present:

Supervisor Liaison: Ryan Manion

Supervisor Vice Chairman: Rick Colello

Township Manager: Stephanie Mason

Special Project Coordinator: Sam Bryant

Proceedings:

- **Meeting** called to order at 6:32 p.m. by Mr. Ebenbach
- **Review and approve minutes** from 4/13/15 TAB meeting – tabled after Mr. Peters requested more time to review the minutes and after noting at least one modification concerning Mr. Bryant presenting the EAC videos.
- **DTV Programming Approval Form** – the proposed form was adopted.
- **Comcast Franchise Renewal Update** – Mr. Ebenbach reported the agreement is currently being reviewed by township counsel and Comcast. He is hoping that the agreement will be ready for TAB presentation to the Board of Supervisors at the second June meeting of the Board of Supervisors.
- **Programming**
 - **Central Bucks Senior Taskforce** – Mr. Ebenbach recorded the May show. Mr. Peters finished editing it and the finished product is with Mr. Bryant for eventual addition to the schedule. Mr. Peters will prepare a standing approval form for the CBST videos.
 - **EAC videos** – Mr. Bryant will contact BCCD to request getting the DVD of the Water Blues program because the current file in the DTV system is truncated and needs to be re-uploaded. Mr. Peters offered to travel to the Ferry Road office of BCCD to get the disc.
 - **Other Projects/Issues**
 - Mr. Ebenbach related that there had been three individuals that expressed interest in what the Township is doing on DTV. He and Ms. Mason met with two of those individuals. At this point, the discussions are preliminary and no immediate action is warranted. Both he and Ms. Mason provided further details regarding those meetings.
 - Mr. Peters reported that he has completed his review of the In/Out point

setting in the Library and made the appropriate entries on the files in the Library and also in the Schedule. He has seen these changes improve the current schedule by watching DTV at the impacted times. He noted that very few programs needed modification of their In/Out points. He also distributed a 2 page spreadsheet dated May 11, 2015 that showed many other files with various types of problems. Finally there was a discussion that the wider audience issue may be dependent upon the suitability of various programs to viewers who reside outside the township.

- Various other programming possibilities, such as the Bike-Hike Trails, Moments-in-Time, and the Doylestown Historical Society are still being pursued.
- **Current Video Content Metric** – Mr. Ebenbach explained the printout shows that DTV continues to increase its percentage of airing actual video content more than just the slide rotation. The current weekly average is now over 70% of the available hours, up from about 45% as recently as 18 months ago.
- **Operational Issues/Control Room** – Mr. Ebenbach reported that the two issues with the IQM2 encoder, namely truncated web streaming and concurrent web streaming, have been resolved by Mr. Krause and Mr. Bryant. Web streaming and indexing are currently being successfully accomplished.
- **Other Projects/Spending** – Mr. Ebenbach reported the Emergency Communication issue is still pending further meetings following several inputs from other individuals. He also noted no changes in the spending from what was reported last month except for the emergency replacement of the RAID drives that was about \$120 and approved by all TAB members.
- **Social Media Footprint Expansion** – Mr. Bryant explained the printouts as showing that Doylestown Township's numbers increased. The relative position of the township compared to other municipalities remains constant. A discussion ensued concerning efforts to increase social media penetration. The discussion centered on methods of attracting interest. Ms. Manion suggested using a branding strategy such as a hashtag handle that generates repeatability like #trekthetrails. Mr. Ebenbach also mentioned that TAB wishes to have a continuation of the printouts Mr. Bryant provides even after Mr. Bryant departs on May 15th.
- **Adjournment** – on a Motion made by Mr. Krause and seconded by Mr. Peters, the meeting adjourned at 7:36 p.m.

Minutes respectfully submitted by Keith Peters