

Telecommunications Advisory Board (TAB)  
Meeting Notes: August 8, 2016

**Board Members:**

Present: Ed Ebenbach, Chairman, Kurt Krause, Member, David Laustsen, Member, and Keith Peters, Member, Arthur Zapolski, Member

Quorum: Yes

**Others Present:**

Supervisor Liaison: Ryan Manion

Township Manager: Stephanie Mason

Special Projects Coordinator: Autumn Canfield

Guest: Ron Watson, DH Director Communications & Gov't Affairs

**Proceedings**

- **Meeting** - called to order at 6:31 p.m. by Mr. Ebenbach.
- **Review and approve minutes** - from July 11, 2016 TAB meeting – Approved unanimously.
- **Verizon franchise renewal negotiations** – Mr. Ebenbach advised that there are no new developments since the last meeting.
- **PSATS Communication Awards** – The board discussed the 2016” Bird Walk” video as one of the awards submission but the decision was made not to submit this video due to issues with content. Mr. Peters will produce a new segment on Native Gardens instead, in time for submission by September 14. The Mural and Bike and Hike videos are still under consideration for submission.
- **Social Media status**
  - **Parks Board proposal for a Private Facebook channel.** Ms. Canfield reported that the Parks Board is still considering sponsoring its own Facebook page outside the Township auspices. This will be a topic of discussion at their August 8 meeting. It was noted that due to staffing and budget constraints the Parks Board might not have the resources to carry out their proposal.
  - **Current operating results** – Ms. Canfield reported that there were 40 new followers documented in the Township Social Media statistics. Some of the increase in the statistics may be attributed to the recent fire in the Township.
- **Guest Welcome** – Mr. Ron Watson, Doylestown Hospital Director of Communication was welcomed by the Board and thanked for his attendance.
- **DTV Programming/Programming Projects**
  - **Programing with Doylestown Hospital** – Mr. Watson expressed the hospital’s desire to work with TAB to produce programing and to coordinate efforts between the hospital and the Board. The hospital has a number of segments already available on such topics as Opiate Addiction, Exercise, a supplement on Electro cardiology, as well as a short Stop Smoking video. Videos that will be available after August 10 include Becoming your own Health Care Advocate and one on Organ Donation. Other videos will be coming in the fall. The plan is to use these videos to fill the 1<sup>1/2</sup> hour daily programing block on Medical Topics. Mr. Ebenbach indicated that he would like to see more details on how the cooperation between the hospital and TAB would handle such matters as future programing, copyright and right of privacy issues. Mr. Watson said he schedule a meeting with the appropriate people at the hospital and e-mail Mr. Ebenbach with the details. Other video ideas were discussed and Mr. Peters said he would work on a rough outline of ideas for future consideration.
  - **Update on Refreshing the Program Schedule** – The board agreed that the Electrical System of the Heart video is dated and has been on the schedule for a considerable period. It will be rotated out of the schedule as soon as a suitable replacement is identified. Mr. Peters reported

that the “Walk with a Doc” videos for April, May and June are done. Doylestown Hospital has approved them and they are ready to air.

- **Expanded Reach – YouTube T&C update** – Ms. Canfield stated that work is proceeding on the YouTube integration project. The Board discussed the appearance of the website and the functionality of the site’s layout. Ms. Canfield mentioned that having the word “video” appear on the front page increases the chance that a viewer will open the link which is separate from just indicating that there is a YouTube link. The next step will be to upload videos. Mr. Ebenbach and Mr. Peters agreed to form a list of the videos appropriate for uploading, not including Board of Supervisor meeting videos, which are already available on the website
- **Hope in the Park Event** – Verizon will produce a commercial for the September 11 event.
- **Pine Run Retirement Community** – Mr. Ebenbach mentioned that TAB is interested in partnering with Pine Run to produce a video.
- **Projects on Hold**
  - **Moments in Time** – The project is on hold.
  - **Historical Society** – Mr. Laustsen advised that there were no new developments to report since the Historical Society has not yet had their August meeting.
- **Proposal(s) for Slide redesign** – Ms. Canfield referred the Board to the five different design ideas that she presented to the Board in June. The Board agreed to discuss those designs at the next meeting.
- **Approved Videos**
  - **“Who We Are”** - The Bike/Hike video was discussed. Mr. Zapolski suggested that graphics on the bike and hike trails be inserted at various points in the video. Mr. Peters and Mr. Zapolski agreed to meet at a future date to discuss the edits.
  - **Mural Project** – Although the video is finished Mr. Zapolski mentioned that the audio was uneven. Mr. Lausten said that he would review the video and make any necessary corrections; otherwise, the video is ready to be aired.
  - **Bird Walk** – After a full discussion, the Board agreed to scrap the current video due to its lack of sufficient content.
- **Current Video Metric** – there has been a modest decrease of 1% from 78% to 77%, however there is new video content in the pipeline which may increase the statics in the future.
- **Operational Issues/Control Room**
  - **Current Issues** – There have been no developments during the month.
  - **Internet service** – In July there was an interruption of Verizon’s internet service that, once recognized was quickly restored.
- **Other Projects/Spending**

Ms. Canfield reported that the domain name Doylestown.org is for sale for \$28,000, and that a reasonable market price should be between \$1,000 and \$10,000 for a domain name. The Board voted to recommend spending no more than \$1,000 for such a purchase. No other spending matters were considered.
- **Miscellaneous** – Mr. Zapolski advised that he would not be attending the September meeting because he will be out of town.
- **Adjournment** – The meeting was adjourned at 7:45 PM on a Motion made by Mr. Krause and seconded by Mr. Peters.

Meeting Notes respectfully submitted by Arthur Zapolski