

Telecommunications Advisory Board (TAB)  
Meeting Notes: January 9, 2017

**Board Members:**

Present: Ed Ebenbach, Chairman, Keith Peters, Member, and Arthur Zapolski, Member.

Absent: Kurt Krause, Member and David Laustsen, Member.

Quorum: Yes

**Others Present:**

Township Manager: Stephanie Mason

Supervisor Liaison: Ryan Manion

**Guests:** None

**Proceedings**

- **Meeting** - called to order at 6:45 P.M. by Mr. Ebenbach.
- **Review and approve minutes** - from December 12, 2016 TAB meeting. The minutes were approved unanimously.
- **Annual Report to Board of Supervisors** – The annual report presentation at the February 7<sup>th</sup> Board of Supervisors meeting was discussed. Mr. Ebenbach will draft the report and circulate it among the TAB members for comment and approval prior to the February 7<sup>th</sup> presentation to the Board. Initiatives planned for 2017 will be included in the report.
- **2017 Initiatives and Goals**
  - Major Initiatives** – Two major initiatives were discussed. The first concerned developing and executing the DTV facilities move first to temporary quarters during the construction of the Township’s new building scheduled to begin later this year, and thence to permanent quarters in the new facility. It was agreed that the present equipment will be used as much as possible in the temporary location and that upgraded equipment would be purchased and installed in the new facility. This will entail considerable coordination and planning during the design phase of the new building. The second major initiative concerned TAB’s mission to continue to produce quality DTV content. A variety of new programming was discussed, including producing more programs for the “Who we are series”. TAB will also participate in the planning of the Township’s 200<sup>th</sup> anniversary among other activities planned for the year.
  - Other Initiatives** – Also planned for 2017 is a HD usage survey among residents and continued expansion of the Township’s Social Media footprint. With respect to technical operations, TAB plans to continue to refine and upgrade equipment as well as provide for maintenance as needed.
- **DTV Programming/Programming Projects**
  - Proposed Programs** – For 2017 Mr. Peters proposed that Mr. Zapolski’s earlier suggestion to produce a video aimed at new Township residents be considered. He also suggested following through on Mr. Zapolski’s idea to film several videos concerning the local Civil Air Patrol (CAP) squadron based at Doylestown Airport. Mr. Zapolski advised that he would discuss the idea with the leadership at CAP and report back at the February meeting.
  - Expanded Reach** – The Board extended its thanks to Mr. Peters and Mr. Krause for the good job they did of uploading retitled programs to the YouTube library which was a targeted project from the December meeting. More videos are still being uploaded. Better integration of the Senior Taskforce videos with the Township website was discussed. Ms. Canfield will work on this issue with the Senior Taskforce’s leader.
  - Proposal for Slide redesign** – deferred until February however Mr. Peters made several suggestions for future consideration regarding the placement of slides.

**Videos waiting approval** – Mr. Peters reported that the Opioid Meeting video is ready for broadcast, as an error found in the title slide by Ms. Canfield has been corrected. It will be uploaded onto YouTube in due course. Mr. Lausten will report on the progress of the Doylestown Health initiative at a future meeting since he was unable to attend this month.

**Doylestown Hospital Documentary** – Mr. Ebenbach reminded everyone about the Doylestown Health documentary done for VIAA, and reiterated his desire to obtain a copy for broadcast. Ms. Mason advised that she will send an e-mail to Ron Watson inquiring about the availability of a copy for the Township.

**PSATS Communication Award Submission** – Ms. Mason reported that the results are in and she received constructive feedback. The Township came in third in the news-letter and web design category and second in the program design category. Disappointingly there was no award this year for video content.

**Current Video Content Metric** – The year ended on a strong note. Mr. Ebenbach distributed the monthly report spreadsheet that for December, 86% of available programming time was filled on DTV with video programming. The remaining time is used by the slides.

- **Social Media Status:**

**YouTube** - Ms. Canfield reported that many people “check in” on the Township’s web site especially on the weekend. For example, the most watched video with 32 views was “Walking with the Docs”.

**Web Site** – The issue of making the video button distinctive on the Township’s web site is still under discussion. Between December 6 and December 19 there was an exchange of e-mails between a resident and Township officials. The resident suggested that certain public interest web sites be linked to the Township’s web page. TAB agreed that this is a matter of policy that should be decided by the Board of Supervisors.

- **Bicentennial Committee Representation** – Mr. Ebenbach noted that the first meeting of the Bicentennial Committee will be held later this month. Mr. Ebenbach would like to see TAB represented on the Committee since he surmised that recording bicentennial events would be a natural extension of TAB’s prime directive. Mr. Zapolski volunteered and will keep TAB informed of the Committee’s activities.

- **Operational Issues/Control Room:**

**Audio problem at 12/6 BOS Meeting** – Mr. Ebenbach had reported at the December TAB meeting that there was a technical problem at the 12/6 BOS meeting resulting in no audio for the first 5 minutes of the broadcast and recording and no hope of recovery. The problem has now been corrected.

**Streaming Issue** - A streaming issue arose on January 3 at the Supervisors Reorganization meeting, but the problem corrected itself the following day.

**Control Room** – The Township lost one of its three trained operations personnel. An effort will be made to find a suitable replacement.

**Follow Up on Meeting Room Hearing Problems Letter** – Audio equipment was purchased by Mr. Ebenbach to address the issue of hearing impaired persons who attend Township meetings and have difficulty hearing the proceedings. He will arrange to provide that equipment to those in need.

- **Other Projects/Spending** – Mr. Ebenbach spent \$145 for audio equipment for the hearing impaired which came under the \$200 authorized for this expense. Mr. Ebenbach further reported that \$5,211 of budgeted and unspent funds has been deposited into the TAB bank account for safe-keeping, in anticipation of the need to purchase a replacement equipment system when the current system reaches end-of-life.
- **Adjournment** – The meeting was adjourned at 8:25 PM on a motion made by Mr. Peters and seconded by Mr. Zapolski.