

Telecommunications Advisory Board (TAB)
Meeting Notes: July 10th, 2017

Board Members:

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

Quorum: Yes

Others Present: Township Manager: Stephanie Mason
Special Projects Coordinator: Autumn Canfield
Supervisor Liaison: Ryan Manion (via tele-conference)

Guests: Jean Laustsen

Proceedings

- **Meeting** - called to order at 6:30 P.M. by Mr. Ebenbach.
- **Welcome Guests** – All guests were welcomed.
- **Review and Approve Minutes** - From June 12, 2017 TAB meeting. Corrections were made to the Doylestown Health and the Social Media Status topics. The minutes were then approved unanimously upon a motion made by Mr. Peters and seconded by Mr. Zapolski.
- **Emergency Messaging Study** –Ms. Manion started the discussion by summarizing her work to date on this issue. The key points to be decided are: 1) What constitutes an emergency; 2) What other important events also trigger notification to township residents; and 3) How should residents and Supervisor’s be notified. Mr. Ebenbach expressed his opinion that a meeting should be held with the Township’s department heads on these questions after further study. Ms. Mason also agreed that Emergency Messaging should not be placed on the Board of Supervisor’s meeting agenda until all the facts are in.

After meeting with the Police Chief, Mr. Ebenbach observed that there could possibly be better integration of the Township’s various social media platforms. He learned that the police report incidents on its own Crimewatch site, but unfortunately, posts to Crimewatch don’t post to the Township’s Facebook page. Chief Logan wishes to continue to use Crimewatch for dissemination of information because of the site’s ability to manage information consistent with legal considerations. Chief Logan did say that he is willing to assign two or three personnel (to cover a full 24 hours) to cover an emergency messaging initiative.

Mr. Ebenbach reported on a meeting he had with Sinclair Salisbury, the Township’s Emergency Management Coordinator (“EMC”). Mr. Salisbury utilizes the Township’s Emergency Management Plan which outlines how to respond to various emergency situations. Ms. Manion pointed out that it’s not the EMC’s job to define what constitutes an emergency but to coordinate the emergency response. Mr. Ebenbach observed that the Chairwoman of the Board of Supervisors Ms. Lyons believes that the EMC is the answer to the messaging issue. However, Mr. Ebenbach noted that EMC’s handbook only addresses emergencies, and does not address every foreseeable contingency. Also, the EMC manual does not call for the use of social media to disseminate information to the public.

As Mr. Ebenbach summarized it, the first step should not be to decide what an emergency is, but rather to define another category of event that would be of sufficient concern to residents that would make it advisable and helpful to the residents for the Township to report the facts of that event. The June 4 prisoner escape is an example of such an event. Mr. Ebenbach went on to say that the second step would be to decide what to communicate to the public and how to get the word out. Ms. Mason stated that she contacted three municipalities and asked how they addressed the June 4 event. For the most part, it was done through the police or through the school districts that informed parents within the district. In answer to the Township’s response to the issue Ms. Manion is willing to work on a communication platform and Mr. Ebenbach believes that it can be worked in parallel with the current police procedures. Ms. Mason stated she will email the Chief of Police and

arrange a meeting that will include Ms. Manion and Mr. Ebenbach. The study will be further addressed at a future TAB meeting.

- **Temporary Move Project Plans** – Mr. Ebenbach compiled a list of equipment and supplies that will be needed for the move to the temporary facility, with an estimated cost of \$769.68. After discussion, the Board approved a budget not to exceed \$1,000.00 for this expense. It was reported that Township Director of Operation Mr. Tomko will consult with Verizon and Comcast representatives in order to identify cable TV transmission input points for the trailers after which the necessary equipment will be installed. Ms. Canfield believed that the two systems may not be able to be run in parallel but Mr. Ebenbach stated that he thought it could be done. Mr. Ebenbach drafted a relocation plan for installation of equipment in the temporary facility which showed that it would be implemented following the final Board of Supervisors meeting in the current building.
- **Time-lapse Project** – Ms. Canfield had no new developments to report from the web developer, but will follow up on this matter. Mr. Ebenbach stated that we cannot automatically assume that there will be a power feed to the camera. This will have to be looked into, as battery or solar power was considered but deemed infeasible. The preferred solution is to use powering over a hard-wired network cable.
- **Verizon Negotiations** – Ms. Mason had nothing new to report, however this topic will be kept on the agenda to catch future activities.
- **Social Media Status** – Ms. Canfield reported that the statistics were up for the summer. Facebook shows 2,743 likes and Twitter traffic is up 400 to 2,700 contacts.
- **DTV Programming/Programming Projects**
 - Building Project Video** – The video is still in production. Changes were made to the section dealing with the architectural animation. At the request of Ms. Lyons and Mr. Snyder the script will be revised and Mr. Snyder's segment will be reshot. The rental of a teleprompter will be investigated for use in taping Mr. Snyder's segment. The Board anticipates a minimum of a two to three week hold on the project in recognition of the projected changes to the video.
 - CAP Video** – Mr. Zapolski advised that he is working on post production of the video.
 - Doylestown Health DTV Initiative** – Ms. Laustsen reported that she has a rough cut but has submitted some questions on the edits to Ron Watson at Doylestown Health. Ms. Laustsen needs input from Doylestown Health before continuing on the production.
 - Bicentennial Committee** – Mr. Zapolski, vice chairman of that committee, noted he was asked by Ms. Lyons to make an announcement about the bicentennial at the annual fireworks display on July 16. David and Jean Laustsen volunteered to record the announcement for later broadcast.
 - Video Awaiting Approval** – Mr. Peters asked if we should have a structured schedule of programming content. Mr. Ebenbach is agreeable to the idea, which has been TAB's policy in the past, but he noted that the scheduling needs to be fluid enough to accommodate fill-ins.
 - Current Video Content Metric** – Mr. Ebenbach distributed this month's spreadsheet that showed a 10.5% decline in Video Content from last month. This was due to a shorter Board of Supervisor's meeting and changing a "Walk with the Docs" segment. Even with the change in this month's figures, the yearly average of 77.4% continues to show strong video content.
- **Farwell to Ms. Canfield** - Ms. Canfield informed the Board that this was her last meeting because she has accepted a position of increased responsibility with another municipality, and will be leaving Doylestown shortly. The Telecommunication Advisory Board wishes to extend its sincere thanks to Ms. Canfield for all the important work she has done for TAB and Doylestown Township during her tenure and extends good wishes for her future success.
- **Adjournment** – The meeting was adjourned at 8:05 PM on a motion made by Mr. Peters and seconded by Mr. Zapolski.