

Telecommunications Advisory Board (TAB)
Meeting Notes: August 13, 2018

Members Present: Ed Ebenbach, Chairman, David Laustsen, and Keith Peters

At Large Members: Jean Laustsen, Officer Jessica Whiteside

Quorum: Yes

Township Manager: Stephanie Mason

Special Projects Coordinator: Andrea Susten

Proceedings

- Meeting - Called to order at 6:30 P.M. by Mr. Ebenbach.
- Review and Approve Minutes – Mr. Ebenbach noted that in accordance with recently approved procedural modification, the committee members had, by prior emails, approved the minutes from the July 9th, 2018 meeting, prepared by Mr. Krause.
- Spending/Reimbursement – Mr. Ebenbach reported that receipts were processed for previously approved purchases, such as the tripod and accessories by Mr. Peters, and the power supply surge protectors to help prevent the loss of electronic equipment such as we suffered in the recent lightning strikes.
- DTV Programming/Programming Projects
 - Current Video Content Metric – Mr. Ebenbach distributed this month’s spreadsheet that showed a 3.3% decrease in Video Content from last month to 77.7%. Mr. Ebenbach also showed how the year’s metrics compare with the prior 4 years of monthly metrics. From a low of 45.9% in July 2014, to a high of 89.2% in February 2017, the 2018 average of 79% still exceeds the stated 2018 goal of 75%.
 - Bicentennial Event ads/Events/Committee update
 - Hammerstein Shoot Report of 7/14/2018: A brief discussion was held of the various sources of video from this event and whether anything airable may be made from this plethora of footage. Further examination of what may be made into a program or programs will proceed.
 - The fireworks event has been rescheduled from July 15 to September 29. Mr. Peters added that he will be unavailable that weekend
 - A Veteran’s event, in November, is still in the development phase. Mr. Ebenbach will engage in further discussions with Mr. Zapolski and Mr. Abrams.
 - Mr. Peters reported Gala event video, edited by Mr. Zapolski, is currently airing on the township YouTube channel. Mr. Peter hopes to add this video to the DTV rotation as well. The video has been viewed and approved by most TAB members. Particular creativity in Mr. Zapolski’s window transition was noted and praised.
 - Mr. Ebenbach raised the subject of the time capsule and noted that with few months remaining, planning should have already started. Mr. Peters volunteered to assemble a list of the video inventory currently on hand. He also noted that the discussed narration script should be done prior to determining what images from the video inventory appears behind the narration. He also noted that stills and other images may be used in appropriate circumstances. Mr. Ebenbach noted that he will work with Mr. Zapolski and the Bicentennial committee to arrange a meeting to get the group working on the time-capsule video.
 - Bike & Hike trails – Andrea’s video was viewed prior to the meeting and seems ready to air. Ms. Mason noted we have permission to air the Kutz Kid’s video. Mr. Ebenbach noted he is planning to schedule a further meeting with Mr. Kelso of the Bike & Hike Committee as time permits.
 - Kids Castle – Mr. Ebenbach noted he is working with Mr. Salvati to get a completed video of the recent iRun4Life for airing. A discussion followed thereafter concerning additional resources asked for by Mr. Salvati to help him complete the “Moments in Time” video on Mr. Feldstein.
 - EAC Videos – Mr. Peters reported that the EAC Summit video on Drinking Water (40ish Minutes) and the Audubon Society on the Year of the Bird (59ish minutes) are complete and awaiting approval from the EAC.

- Building Videos
 - Groundbreaking – Mr. Peters will re-examine if the video he recorded of the event can be cobbled into a meaningful video program.
 - Construction Timelapse – After an approximately two week absence of our recording capability, due to the equipment being damaged in the early July lightning strikes, we have now resumed recording construction.
- Doylestown Boards and Commission reports – edited by Mr. Zapolski and added to air by Mr. Peters.
- Doylestown Health DTV Initiative – on air and link shared with Beth Long/DH.
- “Meet your Police” – Officer Whiteside reviewed photos she has begun taking and the plan to produce a “slide show” to introduce the members of the township police department to the residents. Things such as a photo of the entire departmental and captioning the photos with text along the lines of “NAME, serving Doylestown Township since YYYY” may help delineate what is being displayed. She is making progress as this effort proceeds
- Other video projects – Mr. Ebenbach reported on the Dog Park group’s email. A discussion on the parameters for this project ensued. Mr. Ebenbach will convey to Ms. Brown and the Dog Park committee that a preliminary rough walk-through may help to refine their ideas as to what should be narrated and/or recorded. Ms. Susten asked whether a “Pine2 Pink” video might be investigated. Mr. Peters noted he will continue recording “Walk with a Doc” events.
- Slides update – Pended for Flag decision and other concerns.
- DTV Video Library listing/distribution – Mr. Peters indicated his desire to update this list to reflect newer additional programs in all categories. He also noted the dearth of new program material from all other committees and, in particular, the Senior Taskforce.
- Social Media –Ms. Mason reported that the Township statistics remain relatively constant. Ms. Susten noted the township’s Instagram account is going gangbusters. Mr. Peters asked if Hootsuite could report on Instagram statistics and YouTube statistics. While Ms. Susten does not believe Hootsuite can provide these stats, it does make sense to know what is “effective” and what is being consumed by our viewers, particularly since we cannot get cable channel stats. Ms. Susten and Ms. Mason noted a survey was being included in the next newsletter to ask residents about their preferred method(s) of receiving communications from the township. Mr. Ebenbach noted this survey seemingly provides TAB an opportunity to ask residents about their possession/use of High Definition Televisions.
- New Building Update – Mr. Ebenbach noted he believes the conduits are in. He discussed the power panel in the new TAB room. He also discussed the higher number of cameras (maybe 6) and his continuing desire to design the new system to be a one person recording operation.
- Verizon Negotiations – Ms. Mason advised that there was nothing new to report regarding issues that affect Doylestown Township.
- Operations
 - Lightning Damage – Mr. Ebenbach reported that many devices were “fried” by the power surge caused by lightning on or about July 2nd. A new streaming computer was sent by the iQM2, at no cost to the township, to replace the original malfunctioning computer.
 - Mr. Ebenbach also noted that Mr. Krause has “thrown in the towel” on SUPERTAB2 after Mr. Krause tried every conceivable way to coax this computer to work for us. The group agreed that it should scrap it, and not replace it until requirements in the new facility are known.
- Adjournment – The meeting was adjourned at 8:04 PM on a motion made by Mr. Peters and seconded by Mr. Laustsen.

Meeting Notes respectfully submitted by Keith Peters