

Telecommunications Advisory Board (TAB)
Meeting Notes: September 17, 2018

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

At Large Members: Officer Jessica Whiteside

Quorum: Yes

Board of Supervisors: Ryan Manion

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 – The minutes of August 13, 2018 were approved on a motion by Mr. Ebenbach and seconded by Mr. Peters.
- Spending/Reimbursement – Mr. Ebenbach reported that there is \$63,700 in the TAB bank account. By the end of the year he anticipated that the account balance will be about \$65,800. The funds will be used for the purchase of a new system for the new Township building.
- DTV Programming/Programming Projects
 - Current Video Content Metric – Mr. Ebenbach distributed this month’s spreadsheet that showed a Video Content of 84% which was a 6.3% increase from last month. Mr. Ebenbach thanked Mr. Peters for his efforts in rearranging the broadcast schedule which accounted for the increase. The average for the year stands at 79.6% which exceeds the stated 2018 goal of 75%. However, Mr. Ebenbach pointed out that there is still a problem of aged content which needs to be replaced.
 - Bicentennial Event ads/Events/Committee update
 - Time Capsule Video - A joint meeting was held on September 5th between members of TAB and the Bicentennial Committee regarding producing a Time Capsule Video. Deadlines were set during the joint meeting for various tasks. Barbara Lyons drafted a script outline on 9/11/18 prior to the 9/17/18 deadline. October 15 is the deadline set by the Bicentennial Committee for submission of items which may be included in the capsule and on 10/16 TAB plans on taking video of the Time Capsule submissions. November 22 was set to be the date the TAB video should be completed.
 - Fireworks Display - TAB will video the September 29th fireworks display which will be held in Central Park.
 - Flag Contest - The contest has concluded, and a flag was selected and approved by the Board of Supervisors. Ms. Mason unveiled the flag at the meeting. A segment of the Time Capsule Video will be devoted to the contest.
 - A Veteran’s Day Event - Mr. Zapolski reported that planning for the event is well underway. It is scheduled to be held on November 11 and TAB currently plans to video the festivities.
 - Tree Planting - Mr. Zapolski and Ms. Mason reported that 110 trees purchased through the Bicentennial tree project will be planted in Central Park over two weekends in mid-October by volunteers. TAB will video the event on at least one of these days.
 - Bike & Hike trails – Mr. Ebenbach stated that there is nothing new to report. Mr. Ebenbach noted he is still planning to schedule a meeting with Mr. Kelso of the Bike & Hike Committee as time permits.
 - Kids Castle – Mr. Ebenbach noted that he received the unfinished “Moments in Time” video on Dr. Feldstein from Mr. Salvati.
 - EAC Videos – Mr. Peters reported that the EAC is working on a video presentation to be done on October 8. The EAC committee is also discussing ideas for a new commercial on recycling. A video on the September 15th bird walk was taken by Ms. Susten.
 - Building Videos
 - Groundbreaking – Mr. Peters reported that he has a rough cut of the ground breaking that is about 7 minutes long. The final version may run about 9 minutes. He will have a copy out for review by the board.

- Construction Time-lapse – Videos continue to be taken from the two pole mounted cameras. Some trees at the front of the construction site block a full view. A Topping Off ceremony is scheduled for September 18. Ms. Susten will video the event. Mr. Ebenbach noted that the story of the new township building is intertwined with the Bicentennial celebration and will be an integral part of the Time Capsule video.
 - “Meet your Police” – Officer Whiteside reported that she is one person away from having the full complement of personnel for the project. Officer Whiteside is also working on having a group photo taken of the officers.
 - “Pine 2 Pink” – Mr. Ebenbach reported that a commercial was filmed two weeks ago in front of a green screen that will depict Triangle Park. The commercial will run until the end of October.
 - Dog Park Video – Mr. Ebenbach met a month ago with Ms. Brown. The Dog Park Committee will develop a storyboard and identify a narrator for the video.
 - Slides update – Tabled for 30 days.
- DTV Video Library listing/distribution – Mr. Peters indicated that he has inventoried the length of the videos in the library. Ideally, when slotted into segments, they should be slotted to fill an hour’s block of broadcasting time. However, Mr. Peters observed that many are of irregular length. Some are considerably less than an hour while others, like the Board of Supervisors meetings can run between one and two hours. The key is to remain flexible and fill gaps where possible by inserting shorter programs between the longer ones without repetition. Mr. Peters also stated that there are older but still usable programs from the Senior Taskforce. These videos can be used in order to increase flexibility with less repetition. Dated videos will not be used because the information is no longer current. Another method to fill gaps is to use slides to complete the hour. Ms. Susten’s work in this area is particularly noteworthy.
- Social Media –Ms. Mason reported that the Township statistics remain relatively constant. The web page has been updated including the video link on the front page, but the current web page design is still 10 years old. Consequently, Ms. Mason advised that next year the Township will look for a new web design to refresh the look and functionality of the Township’s web presence. Ms. Susten reported that Instagram continues to be well received. Viewers are clicking on videos and watching them for an average of 2 minutes and 20 seconds. This is very good since the statistical average is 1 minute and 15 seconds. Ms. Manion pointed out that it may be advantageous to produce two versions of a video, one short lasting one or two minutes and another longer one for YouTube.
- New Building Update – Mr. Ebenbach reported that headway is being made in the design of the equipment package. He has made successful contact with an AV expert/contractor who has now presented us with an equipment proposal that both meets our needs and also fits our budget. It is very similar to the roadmap TAB developed in 2013. The plan would be for the AV contractor to design, set up, install and train personnel to use the new system. A separate electrical contractor would pull the cabling to the AV contractor’s specifications. Mr. Ebenbach further noted that there is a tight schedule to get the wiring done. He will be having a meeting regarding this during the week of September 24.
- Verizon Negotiations – Ms. Mason advised that the current contract has about a year to run. A subcommittee will meet soon to discuss a new contract. In October there will be a meeting with Verizon and a committee meeting will probably be held in November.
- Operations
 - The computer SuperTAB2 is no longer functional and will be scrapped after the hard drive is taken out of the unit. That drive will be moved to SuperTAB to increase its capacity. Ms. Mason enquired about a new computers but Mr. Ebenbach stated that he does not know what will be needed yet in order to replace them.
- Adjournment – The meeting was adjourned at 7:38 PM on a motion made by Mr. Peters and seconded by Mr. Laustsen.