

Telecommunications Advisory Board (TAB)
Meeting Notes: November 19, 2018

Members Present: Ed Ebenbach, Chairman, David Laustsen, Kurt Krause, Arthur Zapolski and Keith Peters
Associate Member: Jean Laustsen
Quorum: Yes
Township Manager: Stephanie Mason
Special Projects Coordinator: Andrea Susten

Proceedings

- Meeting - Called to order at 6:30 P.M. by Mr. Ebenbach.
- Group Photo – accomplished by Ms. Susten
- Review and Approve Minutes – The minutes of September 17, 2018 were approved by way of the previously agreed upon email method.
- 2019 Meeting Schedule – upon consensus agreement, the TAB committee chose to retain the day (2nd Monday each month) and time (6:30PM) for their 2019 schedule. The only exceptions currently known are in October and November 2019, wherein the 2nd Monday is a holiday (Columbus Day and Veterans Day, respectively), and the meeting will be moved to the 3rd Monday at 6:30PM those two months.
- Spending/Reimbursement – Mr. Ebenbach reported that there is \$63,700 in the TAB bank account. There was a discussion concerning how expensive and how quickly the Laustsen’s tripod plate, which their video camera rests upon, could be repaired. The Laustsens and their video camera have helped capture many important videos, such as the building video project and the Oscar Hammerstein event. Additional data is needed to determine the extent of the cost and whether this is a 2018 or 2019 budget expense. An expense not to exceed \$50 was approved for Mr. Krause to obtain the M DVD write drive and media needed to burn the long-lasting DVDs of the TAB Bicentennial Video and the Kutz Kids Video. Any remaining 2018 TAB balance is to be put in the TAB bank account to help fund the 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 71%, which is a 13.4% decrease from the last metric in September. Mr. Ebenbach noted that most of this decrease is due to a shorter than average Board of Supervisors meeting video. The average for the year stands at over 79% 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 – Mr. Ebenbach reported that he and the Laustsens have met numerous times to gather the parts needed, and to edit together a final Timecapsule Video that highlights the Bicentennial Events. He noted the additional video segments of Ms. Lyons and Ms. Mason have been recorded.
 - Time Capsule Event - Mr. Peters will record the December 18th at 3PM event. This event will also include the postage “franking” event.
 - Bike & Hike trails – deferred as Mr. Ebenbach stated that there is nothing new to report.
 - Kids Castle – deferred as Mr. Ebenbach stated that there is nothing new to report.
 - EAC Videos – Ms. Susten noted the difficulty the EAC is experiencing in getting internal and external videos, despite their desire to do so. Mr. Peters offered to attend the EAC meetings to discuss techniques to get better recordings. Mr. Ebenbach will share some templates and examples of storyboarding with the EAC so the EAC committee can discuss ideas for a new commercial on recycling. A video on the September 15th bird walk was taken by Ms. Susten. Mr. Peters offered to get the raw footage from Ms. Susten and produce a final video product. Mr. Zapolski asked about video of the Tree Planting. It was noted no video of this event was made but numerous still photos were taken.
 - Building Videos
 - Groundbreaking – Mr. Peters reported that the final version is posted.
 - Construction Time-lapse – Mr. Krause reported that videos continue to be taken from the two pole mounted cameras. Some trees at the front of the construction site block a full view.

- “Meet your Police” – deferred pending Officer Whiteside’s attendance.
- Slides update – deferred pending additional evaluation of alternatives.
- DTV Video Library listing/distribution – No changes
- Social Media – Ms. Mason reported that the Township statistics remain relatively constant. Ms. Susten noted there are over 3,000 subscribers to the township Facebook page and over 1,000 subscribers to the township Instagram page. Ms. Mason asked the committee for advice for steps to communicate with township residents considering the less than 200 responses received from the over 6,000 surveys mailed in the newsletter. The survey was also posted on the township website. Many alternatives were discussed, such as incentivizing participants in township communication efforts, to ceasing/reducing printed newsletters in exchange for e-newsletters, to individualized mailings. The discussion included evaluation of a geographic versus a demographic split of township residents to help determine response rates. Additional advice will be forthcoming from TAB in time for possible inclusion in the Winter Newsletter, which usually has an early January due date.
- New Building Update – Mr. Ebenbach reported that headway is being made in the design of the equipment package. The AV expert/contractor has refined the equipment proposal that the TAB committee had previously reviewed. Mr. Ebenbach further noted that there is a tight schedule to get the cable pulls and wiring done. A consensus of the committee was that things appear to be proceeding very positively.
- Verizon Negotiations – Ms. Mason advised that negotiations are ongoing. She noted that according to the Verizon proposal, HD will be forthcoming. This is good because the residents that responded to the communications survey indicate that they now have or will soon have HD devices in the home. Ms. Mason noted that the Verizon contract will probably be for at least 10 years and that the Comcast contract probably is a 15-year contract. Mr. Ebenbach has reviewed an early draft of the contract, and was generally satisfied with what he saw. He sent one comment back to the Newtown consortium representatives pertaining to getting clarity that Verizon would pay for any required transport equipment (from the Government Access location to the Verizon headend) when a Government Access channel upgrades its equipment and signal quality.
- Operations
 - Mr. Krause delivered the 4 Gb hard drive from the SuperTAB2 chassis to Mr. Ebenbach for installation in the older SuperTAB computer.
- Adjournment – The meeting was adjourned at 8:36 PM on a Motion made by Mr. Peters and seconded by Mr. Laustsen.

Meeting Notes respectfully submitted by Keith Peters