

Telecommunications Advisory Board (TAB)
Meeting Notes: March 11, 2019

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

Associate Member: Jean Laustsen

Quorum: Yes

Board of Supervisors Liaison: Jennifer Herring

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 February 11, 2019 were approved unanimously following a motion by Mr. Peters and seconded by Mr. Zapolski.
- Status Update of New Building/System Upgrade Project – The Board of Supervisors approved the recommendation Mr. Ebenbach made in his 2/19 presentation. A purchase order has since been issued to AVT for the system upgrade project, and a 20% down payment sent to them. The committee thanked Mr. Ebenbach for his efforts in putting the upgrade project together.
- DTV Programming/Programming
 - Current Video Content Metric – Mr. Ebenbach distributed this month’s spreadsheet that showed a Video Content average of 86.7% which was a 16% increase from last month. The increase was due to the addition of the Bicentennial Time Capsule video to the schedule, and by the reorganization of the schedule Mr. Peters has accomplished, an effort that Mr. Peters will be continuing. The year to date average stands at 77%, 2% above our 75% goal.
 - Bicentennial Video Update – The new version is now on all Township communication channels. It was noted however that the earlier version of the time capsule video is still in the lineup. The committee agreed to take the earlier version down, to focus on this newer version.
 - Further Bicentennial Videos – Mr. Zapolski reported that he is working on a Veteran’s Day video and hopes to have a rough-cut ready by the next committee meeting. He will work on the Memorial Day Parade video once that project is completed.
 - Bike & Hike Trail System Video – This is a work in progress. Ms. Mason suggested attending the next Bike and Hike Committee meeting and speaking to Mr. Kelso about making the video. Spring may be the best time to record footage since the weather will improve and foliage will begin to appear.
 - Township Welcome Wagon Video – Mr. Zapolski reported the he and Mr. Peters met to discuss making the video. The focus will be on the Township, but it will also include community, health, and education amenities in the greater Doylestown area. Work will continue on the project.
 - Police Intro Video – A discussion was held on the rough-cut video produced and circulated by Mr. Peters to the committee. The committee had a favorable impression of the video and gave Mr. Peters the go ahead to make a final version that will include motorcycle and bicycle officers. It was noted that two new police officers will soon be added to the roster, therefore the broadcast version will be edited in such a way that new staff can be added without making substantial changes to the overall content.
 - Dog Park Video – Mr. Ebenbach stated that the Dog Park Committee had made a storyboard and recorded footage. Ms. Susten will see what they have produced and advise TAB.
 - EAC Video – EAC is hosting a presentation on Lyme disease on April 3 at Delaware Valley University. All agreed that it is an important topic, and that a video should be produced. Mr. Peters was of the opinion that EAC, not TAB, should be responsible for making the video, by using either Township or DelVal equipment. This question remained unresolved, and TAB may assist if the situation warrants. Ms. Susten will attend the next EAC meeting on March 12 and advise Mr. Ebenbach and Ms. Mason on the matter.

- Central Bucks West HS Joint Video Venture – Ms. Susten advised that the school’s communications director was willing create a project with the Township, but that it had to be part of the school’s curriculum. Mr. Ebenbach stated that his idea was that the Township was willing to provide an outlet for videos produced at the school, not to “hire” students as technicians to produce videos. TAB accepted Mr. Mason’s idea that we invite a school representative to attend our April meeting in order to discuss our next step. Mr. Zapolski suggested that the person invited should be a decisionmaker. The same invitation will also be extended to Kutz School.
- Doylestown Historical Society Video – Mr. Ebenbach stated that it may be time for TAB to renew their contacts with Stu Abramson of the Historical Society to see if any videos in their collection can be made available for use by TAB. Mr. Laustsen said he would look into this matter.
- Other Projects – Ms. Mason brought to TAB’s attention that she will be attending a short ceremony on veterans’ donating tiles on Memorial Day. The event may be worthy of a video. This was taken under advisement at the present time. On another topic, Mr. Ebenbach asked if the Doylestown VIA had ever authorized release of their video to the Township for broadcast. It was noted that at this point the video is old but is currently still on sale in the hospital gift store. Ms. Mason will look into it and report.
- Slides update – Ms. Susten reported that a handful of the slides have been updated. The remainder of the slides were not done due to time constraints. More will be done in the near future. The focus is getting them done properly.
- Social Media – Ms. Mason reported that the Township was awarded First Place in the Pennsylvania State Association of Township Supervisor’s competition for our overall Communications, as well as individually for our Website. This month’s social media statistics were distributed which showed a continuing consistent rise in viewership across the board on Facebook, Twitter and Instagram.
- Verizon Negotiations – Ms. Mason advised that there is nothing to report at this time.
- Operations – Three TV control room operators have been fully trained and now are each capable of operating both of the broadcast equipment positions. The control room operators will be re-trained on our new equipment once the new Township system is commissioned. Mr. Peters commented that media storage equipment in the new building will accept MP4 files therefore we will stay away from producing video in older formats in the future except for the continued storage of older video files.
- Other Business – Ms. Susten recently sent out a request for articles to be included in the Township’s next newsletter. Mr. Peters volunteered to write the article and submit it after it is approved by TAB.
- Adjournment – The meeting was adjourned at 8:15 PM on a motion made by Mr. Peters and seconded by Mr. Zapolski.

Meeting Notes respectfully submitted by Arthur Zapolski