

Telecommunications Advisory Board (TAB)
Meeting Notes: May 13, 2019

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

Associate Members: Jean Laustsen and Doylestown Township Police Officer Jessica Whiteside

Quorum: Yes

Board of Supervisors Liaison: Jennifer Herring

Township Manager: Stephanie Mason

Special Projects Coordinator: Andrea Susten

Guests: Ken Snyder, Supervisor and Angela Lynch, Director of Communications for the Central Bucks School District

Proceedings

- Meeting - Called to order at 6:30 P.M. by Mr. Ebenbach.
- Welcome to Guests/Joint Activities with C.B. Schools – Ms. Lynch provided her background (more than 20 years at various nearby Districts including North Penn and Methacon) prior to an exposition of the Central Bucks School District’s abilities to involve students in various ways that may result in productive interaction with TAB and the Township regarding video productions. She also discussed the current facilities (High School studios and equipment at all Middle Schools) and personnel (Matt Murray at the District and Adam Controy at Kutz Elementary) as well as previewing efforts being made at all schools, including the elementary level, to stream various video content. She reviewed the current “Health Matters” program made quarterly with the involvement of Doylestown Health and C.B. Cares. She also discussed the sporadic production of “C.B. Moments”, a series that highlights noteworthy students and/or events. Upon further discussion, the Vaping video that helped prompt this meeting will be modified by the District to provide proper credits before and after. In addition, the “E Folder” distribution method on the District’s website was explained. Ms. Lynch noted that the District focuses most of its efforts on social media (Facebook and Twitter) and its own website.
- Review and Approve Minutes – The minutes of April 8, 2019 were approved unanimously following a motion by Mr. Laustsen and seconded by Mr. Peters.
- Township Website upgrade project – Ms. Susten gave an excellent PowerPoint presentation on the upgrade of the 10-year-old Township website, the proposal to hire New Concepts as the website designer, and the desire to make this proposal to the Board of Supervisors at their June 4th meeting. All in attendance were very supportive of the idea and the presentation by Ms. Susten. The discussion included issues such as calendaring, streaming, and number of clicks to navigate the current multi-layered township website. The interaction of other Township websites and how the new website will address this issue was also explored. At the conclusion of the discussion, TAB agreed unanimously to send a letter to the Board of Supervisors in support of moving ahead with this project.
- Status Update of New Building/System Upgrade Project – Mr. Ebenbach described his recent visits to the new building, including one on 4/26 with the AVT project team to review the steps still to be taken to make the new building cablecast ready. Taller seats and training after the completion of the installation of the new equipment were also discussed.
- Transition Notices to Comcast and Verizon – Mr. Ebenbach noted these have been made, but scheduling has not been nailed down at this point.
- New Equipment Purchases – Mr. Ebenbach noted some new equipment may need to be purchased, including but not limited to a new streaming device. No additional new equipment purchases are currently proposed.
- Transition Plan – Mr. Ebenbach and Ms. Mason noted the 3rd Tuesday in July (the 16th) is planned to be our first BOS meeting in the new building and that this may entail significant actions once the new building is ready in June for moving over some equipment and supplies. Mr. Ebenbach noted that there may be some difficulty fitting all of our equipment within the countertop width.
- DTV Programming/Programming
 - Current Video Content Metric – Mr. Ebenbach distributed this month’s spreadsheet. It revealed a Video Content average of 79% which was a 4% increase from last month.
 - Veterans’ Day Celebration/Bicentennial Memorial Parade Video Update – pended until Mr. Zapolski

- returns from his travels
- Trail system – Mr. Ebenbach discussed plans to work with the Laustsens to record Mr. Kelso leading the viewer on the trail system. The first shoot is scheduled for May 30th. This may involve various trail segments and wardrobe changes may help give the appearance of a multi-day shoot.
 - Township Welcome Wagon Video – Mr. Peters reported that he and Mr. Zapolski met independently as well as had a productive meeting with Ms. Mason and Supervisor, Ken Snyder to discuss making the video. Work will continue on the project with the next steps being a meeting upon Mr. Zapolski's return.
 - Police Intro Video – Officer Whiteside noted that she will take photos of the two (2) new police officers as their uniforms are finished by the manufacturer and in-hand but scheduling and weather issues have also been a problem
 - Dog Park Video – In addition to this project being explained to our guest, Ms. Lynch, and the possibility of involving students on this issue, Ms. Susten noted ongoing messages with Kathy Brown. A recent flash-drive Ms. Brown apparently delivered appeared to not contain the intended file(s).
 - EAC Video – Ms. Susten noted that the EAC will meet the next evening and although she could not personally attend, the school discussion will be communicated to them.
 - CB Schools – See above (Welcome)
 - Doylestown Historical Society – Mr. Laustsen stated he is still trying to meet with the President of the Historical Society but has not yet been able to establish a date.
 - Kids Castle – Mr. Ebenbach noted that following a flurry of emails, the issue seems to be covered by Rick Schea's placement of a motion-activated time-lapse system to capture work ongoing at the Kids Castle site.
 - New Building Tour – Mr. Ebenbach led a discussion of this idea and issues for taking footage in the new building. Mr. Snyder noted fencing and other items may not be finished upon the opening of the new building for public use.
 - Slides update – This issue is pended for further action upon the completion of the new building system.
 - Social Media – Ms. Susten handed out a set of reports on three of the usually used (Facebook, Twitter, and Instagram). These reports helped show where the Township's social media efforts stand. Mr. Peters noted he volunteered to collate these figures to enable TAB to observe trends and that his report is still not completed.
 - Verizon Negotiations – Ms. Mason advised that a recent communication from Verizon included their apparent position that there is no federal mandate to provide high definition for government access channels.
 - Operations – Mr. Ebenbach observed that a recent personnel change reduced the number of township staff trained in the televising of the Board of Supervisor meeting to two (2) people.
 - Adjournment – The meeting was adjourned at 8:46 PM on a motion made by Mr. Peters and seconded by Mr. Laustsen.

Meeting Notes respectfully submitted by Keith Peters