

Telecommunications Advisory Board (TAB)
Meeting Notes: June 10, 2019

Members Present: Ed Ebenbach, Chairman, David Laustsen, Keith Peters, Art Zapolski, and Kurt Krause
Associate Members: Jean Laustsen and Doylestown Township Police 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 – The minutes of May 13, 2019 were approved by Mr. Ebenbach, Mr. Peters and Mr. Laustsen with corrections as noted. Mr. Zapolski and Mr. Krause were not present at the May 13 meeting and abstained from the vote.
- Township Website upgrade project – Ms. Susten gave an update on outcome of the presentation to the Board of Supervisors of the proposal to upgrade the 10-year-old Township website. The proposal includes hiring New Concepts as the website designer. Ms. Susten reported the Supervisors agreed to proceed with the proposal and feedback from attending TAB members was that Ms. Susten did an outstanding job presenting the proposal.
- Status Update of New Building/System Upgrade Project
 - Status Update - Mr. Ebenbach noted that AVT is planning to start the installation of the new video equipment starting on Monday June 12 and it is estimated the install will take about 2 weeks pending readiness of all the required elements of the new building to complete the installation.
 - Transition Notices to Comcast and Verizon – Mr. Ebenbach has been in contact with Verizon, Comcast and IQM2 regarding the transition of services to the new building. The move will include moving and/or receiving new encoders for improved quality and video formats. Mr. Ebenbach also reported asking Verizon and Comcast if they can broadcast a slide while the channel is shut down during the equipment move; the initial responses suggested this may not be possible. At the close of the meeting, Mr. Ebenbach opened for discussion potential reaction to what if the cable channels were moved to HD format which may include new channel numbers and elimination of the SD channel option. No decisions were made regarding a request or action to be taken with any of the cable providers and the initial focus after the installation of the new equipment is to get back online.
 - New Equipment Purchases – Mr. Ebenbach noted that existing equipment such as the PC, rack and laptop could be reused, and there was no additional equipment yet identified that should be required. Regarding furniture, there is the possibility of needing a new desk to accommodate the new equipment being installed by AVT.
 - 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 will entail significant actions which have been documented and planned in a Transition plan document Mr. Ebenbach has distributed. Mr. Ebenbach indicated that the last recorded meeting in the temporary space with the old equipment will be on June 18th and execution of the Transition plan will start on Wednesday June 19.
- DTV Programming/Programming
 - Current Video Content Metric – Mr. Ebenbach distributed this month's spreadsheet. It revealed a Video Content average of 85% which was a 6.9% increase from last month.

Mr. Peters noted the increase was largely due to the VIA programming he added to the schedule.

- Trail system – Ms. Laustsen and Mr. Ebenbach discussed the filming of the trail system with Mr. Kelso and Ms. Mason visiting several places. The next steps are to develop a story board based on the visits and the video recorded to tell the story about the trail system covering the history as well as highlights of the trail system. A few additional sessions to plan and record video are expected.
- Time lapse – Mr. Krause shared the compiled Time-lapse video of the construction of the new building. The video covered the time period from April 2018 to May 2019 and included content from both cameras. While a snapshot was taken every 30 minutes, one picture per hour was selected from the hours of 7am and 4pm which resulted in every day being just under 1 second of video and the total video run at about 3 minutes and 30 seconds. Mr. Krause will work with Ms. Susten and Ms. Mason to insert some photos during the Time-lapse of key events with the expectation the video will be made available for viewing while additional uses integrating the content into other productions is considered.
- Vaping video. – Ms. Susten is reaching out to CB schools in following up to get the videos with the additional credits needed for cable casting and promoting this content on township media channels.
- Police Intro Video – Officer Whiteside provided photos of the two (2) new police officers for inclusion in the police video. The video is close to being complete.
- Doylestown Historical Society – Ms. Laustsen stated the meeting with the President of the Historical Society has been scheduled for Wednesday June 12.
- Veteran’s Celebration event/ Memorial Day Parade - Mr. Zapolski took some video of the Memorial Day parade and discussed ideas for getting additional pictures and video to support making an interesting video. Mr. Zapolski intends to have an initial pass produced for the next meeting. Ms. Mason contacted Mr. Davis, Doylestown Borough Manager, who identified Metramedia Broadcasting and Studios (metra4.com) as having recorded the parade; Mr. Zapolski will reach out for potential use of the content.
- Township Welcome Wagon Video – Mr. Zapolski noted work on the project will start in this next month.
- Dog Park – Ms. Susten reported there is no update this month.
- EAC – Ms. Susten discussed the feasibility of recording the EAC summit. Key challenges will be capturing the audio given the meeting format. Mr. Ebenbach and Mr. Zapolski discussed options to address these challenges and will meet the next day to confirm if the meeting will be recorded and the approach. The EAC session is on Wednesday, June 12.
- Kids Castle – Mr. Ebenbach noted that Rick Schea checked the motion-activated time-lapse, confirmed it is working and adjusted the viewing angle for a better view to capture work ongoing at the Kids Castle site.
- New Building Tour – Mr. Ebenbach led a discussion of this idea for a potential video to highlight the public spaces of the new facility. The idea will be developed further.
- 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 channels usually used (Facebook, Twitter, and YouTube). YouTube reported 2 new subscribers, 10% additional views and 5% increase in watch time. The recent storms seemed to help drive engagement across the other social media platforms. Ms. Susten reported Instagram interest remains good with strong

interest in recent postings. Ms. Susten noted that with the new website, improved reporting will be achieved from Google Analytics. Ms. Susten led a discussion on approaches to optimize the monthly social media reporting to minimize paper reporting.

- Verizon Negotiations – Ms. Mason noted no updates from Verizon this month.
- Operations – Mr. Ebenbach reported issues with the streaming which quit about 6 minutes into the broadcast of the last Board of Supervisor meeting. Mr. Ebenbach resolved the issue by uploading the video after the meeting. The stability of the streaming capability will be addressed with the installation of the new equipment in the new facility. The last Board of Supervisors meeting to be recorded and streamed with this equipment will be on June 18.
- Adjournment – The meeting was adjourned at 8:11 PM on a motion made by Mr. Lausten and seconded by Mr. Zapolski.

Meeting Notes respectfully submitted by Kurt Krause