

Telecommunications Advisory Board (TAB)  
Meeting Notes: July 8, 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

Board of Supervisors: 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 June 10, 2019 were approved by Mr. Ebenbach, Mr. Peters, Mr. Kraus and Mr. Laustsen with corrections as noted. Mr. Zapolski was not present at the June 10 meeting and abstained from the vote.
- Status Update of New Building/System Upgrade Project
  - Status Update - The old equipment will be held for a time before disposal in the event it is still needed since the new meeting room installation is not completed yet. However, Mr. Ebenbach noted that it was only eight days to the first Board of Supervisor’s meeting in the new building on July 16, and this will be the inaugural use of the new TV control room. Two racks of equipment have been installed and configured but the still remaining to be commissioned are
    - The new Nexus server
    - SuperTAB control computer
    - Formal training of Township control room personnel by the vendorA remaining issue is that the Township has been off the air since June 19 to accommodate the move to the new building. Hopefully, Verizon and Comcast TV service will be reestablished from the new building in the near future.
- DTV Programming/Programming
  - Current Video Content Metric – No metrics to report this month since the Township has been off the air.
  - Trail system – Mr. Ebenbach reported that initial video has been taken of a few of the trails. Tom Kelso was the spokesperson in that video. The next step is to edit an initial section with the footage, and Ms. Lausten agreed to Mr. Ebenbach’s request to undertake the editing. Ms. Mason noted that she has noticed trails being used regularly by people going to work and suggested that this aspect be incorporated into the video.
  - Time lapse – Mr. Krause reported that this project needs more work. He will report his progress at a later meeting.
  - Vaping video. – The video has been posted on Facebook. So far it has had 53 views and 14 shares on the Township’s website.
  - Police Intro Video – Officer Whiteside stated that the video is close to being complete, but several officers still must be photographed in uniform.
  - Doylestown Historical Society – Mr. Ebenbach reported that he attended a meeting with Mr. Stu Abrams, President of the Historical Society on June 12 together with Jean and David Laustsen and Arthur Zapolski. As a result of the meeting Mr. Abrams agreed to make videos in the Historical Society’s collection available to TAB. Mr. Abrams furnished Mr. Ebenbach with a list of videos in order to make a selection. A follow up meeting is planned where approximately a dozen videos will be selected. Mr. Ebenbach met with Ms. Mason on July 8 to discuss which videos to choose. Mr. Ebenbach also

solicited the members of TAB for their input, and will send the list out to members. The next meeting with Mr. Abrams is scheduled for July 15. Mr. Zapolski advised he cannot attend therefore Mr. Peters volunteered to take his place.

- Veteran's Celebration event/ Memorial Day Parade - Mr. Zapolski advised that this is a work in progress and had nothing new to report.
- Township Welcome Wagon Video – Mr. Zapolski noted the script is being written and Mr. Peters is working on recruiting talent for the video.
- Dog Park – Ms. Susten reported she is looking into whether the Dog Park committee is still interested in producing a video. At this point Ms. Susten does not know what footage they have available.
- EAC – Ms. Susten discussed attending a presentation on the Spotted Lantern Fly at the Borough several weeks ago. The issues presented are the same being experienced in the Township, therefore Ms. Susten is working on a similar program.
- Kids Castle –The camera is working at Kids Castle, but there is nothing new to report.
- New Building Tour – Mr. Ebenbach led a discussion on producing a video which would center on filming the first Board of Supervisors Meeting to be held in the new building on July 16. The video would combine the usual recording of the meeting itself with shots of the exterior and lobby showing people entering and leaving the building. Mr. Zapolski and Mr. Peters volunteered to take the lobby and exterior video. Mr. and Ms. Lausten also volunteered to participate. Mr. Krause asked if there would be a ribbon cutting. Mr. Ebenbach stated the Supervisors had not made a decision on this. Ms. Susten said that she would be making welcome signs for the first meeting.
- Township Website upgrade project – Ms. Susten reported that she would be meeting with representatives of New Concepts on Line during the week of July 15 to discuss building the new website. The first step will be to consider the design of the home page. Ms. Susten will keep the committee posted on progress of this project. Ms. Susten also suggested a future project creating a video tutorial on how to use the new website.
- Slides update – This issue is pended for further action since the Township is currently off the air .
- Social Media – Ms. Susten reported that the Township's presence in all social media remains strong. There were 62 new followers in Facebook and the number of clicks and engagements increased. This was due to public interest in the concert series, a major traffic accident in June and requesting information on an event for the disposal of household hazardous waste. For Twitter there are 3,500 followers which is about the same as last month, but the number of engagements and clicks have increased. Instagram also shows the same trend. Mr. Peters distributed a sample spreadsheet that combines tracking a number of key elements across all social media platforms which will include the new website being developed by Ms. Susten in the future. If the statics can be combined and shown in one place the idea is they could be more accurately compared and analyzed. The issue is that there will be a month's lag in producing the figures and elements common to all the platforms would have to be chosen. Mr. Peters stated that this is a work in progress, and he is willing to take on the project.
- Verizon Negotiations – Ms. Mason noted no updates from Verizon this month.
- Operations – Mr. Ebenbach stated that there is nothing new to report. Ms. Mason advised that all but one group of the trailers occupied by Township staff for the past 18 months will be removed on July 23.
- Adjournment – The meeting was adjourned at 7:45 PM on a motion made by Mr. Peters and seconded by Mr. Lausten.

Meeting Notes respectfully submitted by Arthur Zapolski