

Telecommunications Advisory Board (TAB)  
Meeting Notes: March 9, 2020

**Members Present:** Ed Ebenbach, Chairman, Kurt Krause, David Laustsen, Keith Peters, and Art Zapolski

**Associate Members Present:** Jean Laustsen

**Quorum:** Yes

**Board of Supervisors Liaison:** Nancy Santacecilia

**Special Projects Coordinator:** Andrea Susten

Proceedings

- Meeting - Called to order at 6:34 P.M. by Mr. Ebenbach.
- Review and Approval of Minutes – The January 13, 2020 TAB Meeting Notes were approved unanimously following a motion by Mr. Zapolski and seconded by Mr. Krause.
- New Building/System Upgrade Project – Mr. Ebenbach updated the group concerning the Community Meeting Room audio:
  - Production audio mix control panel: AVT delivered and installed the new audio mix control panel. Mr. Ebenbach reports the new panel is working well.
  - Intro/Exit automation: New automated graphics have been implemented for the introduction and exit of BOS programming which is captured during the recording.
  - Maintenance Issues: There are several items that need to be fixed such as some mic levels, some boxes not configured correctly. AVT offers two ways to address this. First option is to purchase service blocks of time in 15, 20, 40 hour blocks, or an alternative is to purchase time by the hour at \$150/hour. The estimated cost for the work specified to fix the maintenance issues specific is \$375. Mr. Peters made a motion to spend the \$375 as quoted which was seconded by Mr. Zapolski and approved unanimously.
  - Lighting: Mr. Ebenbach mentioned some lighting work required to better illuminate areas being recorded.
  - Overall the system is working well; operators have learned the system and the quality of the programming has improved.
- Programming Projects
  - Current/YTD Video Content Metrics – the metrics shows an 82.9% programming average, which is the same as the previous period. Mr. Ebenbach noted that while metric has not changed with a longer Board of Supervisors meeting the adjustment of other programming scheduled has kept the metric nearly constant.
  - Discussion of new 2020 Projects:
    - **Board of Supervisor Introductions and Ads** –Mr. Ebenbach noted that he did not have time to advance this concept this month.
    - **School District** – Ms. Lynch from CBSD met with the TAB during 2019 to discuss potential programming as discussed in the last meeting although not much proceeded beyond that discussion. Ms. Santacecilia discussed the opportunity to link our programming needs to potential curriculum topics that could be provided to Ms. Lynch that would be of interest to students. One suggestion was that we utilize a dog park video as an example to share with Ms. Lynch and the teachers, along with a list of topics with specifics for videos that interest the township. Ms. Santacecilia will meet with Ms. Susten on how to advance this topic.
    - **Video shoot Tips list** – Mr. Peters prepared a video shoot tips list to provide to people interested in guidelines for producing high quality video programming. Mr Ebenbach will share this tip list with the EAC on March 10<sup>th</sup> to help establish if this approach can help Township Boards to more effectively generate new video content. He will also share the inventory of equipment available to create videos, such as microphones. Ms. Santacecilia will share this tips list with the other committees she attends.
    - **Schedule Segment intros** – Ms. Laustsen and Mr. Ebenbach discussed that video was captured to create the first segment introduction for DHS.
    - **Trail System** – Mr. Ebenbach spoke to Mr. Kelso briefly on potential trail system video based on lessons learned from previous video recordings. Mr. Peters discussed how beneficial the

video would be in introducing trail segments. Mr. Zapolski offered that it may be best accomplished by addressing the trails segment by segment to keep it more manageable and easier to create. Mr. Ebenbach noted we have 30 miles of trails and Ms. Susten mentioned that the updated website with new trail information can be the basis for creating videos by highlighting one trail at a time, leveraging content across mediums. Ms. Laustsen offered to make a sample video based on existing materials for review by the TAB and to be shared with Bike and Hike committee.

- **Dog Park Video(s)** – Ms. Susten shared with Kathy Brown that the video would need to be re-recorded using a horizontal format. The next steps are that Ms. Susten will coordinate a meeting with Ms. Laustsen and Ms. Brown to discuss video needs and production methods.
  - **Police Intro Video** – This item is postponed to the next meeting.
  - **Township Welcome Wagon Video** – Mr. Zapolski noted that the video is posted and that Mr. Levy is available to assist with additional videos.
  - **Doylestown Historical Society (DHS)** – Ms. Laustsen contacted DHS to confirm the current introduction is ok to use and is waiting for a response.
  - **Hart's Woods Dedication Ceremony** – Ms. Susten is continuing to explore whether or not she can make a video from and noted difficulty utilizing the USB Disk based on how the devices are formatted.
  - **EAC** – 10 days of Trees video coverage planned.
  - **Website tutorial** – Ms. Susten reported the new website is live and she is still evaluating topics to create tutorials.
- **Township Website upgrade project** – The upgrade project has been successfully completed and will be removed from the agenda.
  - **Slides update** – Ms. Susten reported a meeting has been arranged with the intern on March 11 at 10am to review the updated slide deck.
  - **Social Media Status** – Ms. Susten distributed the spreadsheet that showed increases in areas of people making access to Township Social Media. She reported that the shelter in place caused a bump in views. Ms. Susten reviewed the current evaluation underway to utilize Robly as a method to utilize this service to distribute a monthly subscribed newsletter. Ms. Susten noted the Welcome Wagon video was posted on YouTube and Facebook with over 800 views. Insufficient details were available on either service to determine the average length of time that the video was viewed; it runs about 20 minutes in total.
  - **PSATS Submission** – Ms. Susten shared that the township won 2<sup>nd</sup> place for the Township YouTube channel.
  - **Verizon Franchise Negotiations** – Postponed until next meeting.
  - **Adjournment** – The meeting was adjourned at 8:08 PM on a motion made by Mr. Peters and seconded by Mr. Krause.

Meeting Notes respectfully submitted by Kurt Krause