

Telecommunications Advisory Board (TAB) via ZOOM  
Meeting Notes: August 10, 2020

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

**Associate Members Present:** Jean Laustsen

**Quorum:** Yes

**Board of Supervisors Liaison:** Nancy Santacecilia

**Township Manager:** Stephanie Mason

**Special Projects Coordinator:** Andrea Susten

Proceedings

- Meeting - Called to order at 6:39 P.M. by Mr. Ebenbach.
- Minutes from 7/13/2020 meeting by Keith Peters– unanimously approved on Motion by Mr. Zapolski, seconded by Mr. Lausten after minor changes recommended by Mr. Peters.
- League of Women’s Voter Proposal – Barbara Sperry of the League presented a request to TAB that the Township air three 15-minute videos produced by the League because the COVID pandemic had forced the cancellation of live events planned by the League. The three programs are: *Register to Vote and Become an Informed Voter*, *Voting Safely at the Polls in 2020.....Ensuring that your vote counts!* and *Vote Securely by Mail in 2020 .....Ensuring that your vote counts!* The League will also ask other municipalities in the county to broadcast the videos. They are being produced as a public service message and are non-partisan. At the conclusion of Ms. Sperry’s presentation Ms. Mason said it was possible to host the videos, but we would have to review them first. TAB agreed that the videos fit within our mission statement as a public service message. TAB further agreed to air the 3 videos on the Township’s TV channels and website with the caveat that they be reviewed first as proposed by Ms. Mason.
- Boards and Commissions Volunteer Handbook- The contents of the new handbook were discussed. The committee did not have any objections to or recommendations for the document other than to note that TAB has a floating secretary and not a permanently assigned position. Mr. Peters had a number of editorial recommendations which he will forward to Mr. Ebenbach in written form.
- New Building/System Upgrade Project.
  - Comcast will replace its fiber audio equipment because of the ongoing intermittent problem experienced with it last month. No date has been established yet.
  - A series of “mini-disasters” occurred during the last BOS meeting due to loud audio feedback experienced in the control room. The problem was attributed to two or three issues with the equipment setup. The problem was partially remedied during the meeting and later could not be reproduced, but it was reproduced with the video. The vendor has been called in to remedy the situation. The matter is under review and should be fixed going forward.
  - The laptop in the control room has been replaced; the old one is still available.
  - Acoustics remediation of the meeting room is proceeding slowly. It appears that the engineering evaluation will need to be repeated so that specifications are produced from which bids can be solicited. The RFP for the engineering evaluation has been roughed out for a bid but it is not yet finished.
- Expenses – Mr. Ebenbach’s request for reimbursement of \$65.00 in expenses for control room equipment was approved by the committee.
- Programing Projects.
  - Video Metric. The current video content metric of 86.5% as reported by Mr. Ebenbach remains above the goal of 74%. The 2.1% increase from last month is attributable to the

increased length of the BOS meeting but offset partially by the need to remove some other video content to accommodate the increased length of the BOS meeting.

- Video Scheduling. Video scheduling which was a function performed by Mr. Peters is being shifted to Ms. Susten and her team, but she has not yet been trained in this area. Training will take place in due course, but the video schedule is set to the end of the year.
- Coronavirus vignettes. Mr. Zapolski reported that not much has changed since last month. The first letter drafted by Ms. Susten to be sent to prospective interviewees has been finalized and the follow up letter is in the works. Once the second letter is finalized and sent out, we will be able to begin the interviews. A discussion was held on the mechanics of the setting up the interviews including the questions to be asked, obtaining email addresses, who would be conducting the interviews and the setup of a Zoom interview.
- Website Tutorial. Ms. Susten informed TAB that work on this project has been delayed. Once work begins it will be divided into two parts. The first part will be a tutorial for internal use by staff and the second will be for the Township residents.
- September 12- EAC Combined Event. The activities included in this event are: sights to see on the bike and hike trails, kicking off Bike and Hike Trails Month, and tree planting on that day. There is an opportunity for TAB to create video content for a virtual event option as well in addition to printed material and advertisements for the event produced by the Township. Creating a commercial promo and taking Go Pro video by EAC members of the Bike and Hike Committee was discussed. Ms. Mason will write the script for the promo and work with a student from CB East High School to produce it as suggested by Ms. Santacecilia. Ms. Lausten volunteered to do post-production editing of the commercial.
- Social Media. July's social media report shows across the board that residents are utilizing social media platforms, more so than six months ago. The goal is still to have 500 followers signed up by the end of the year. The idea is to bring all social media content under one umbrella actively managed by the Township. Right now, there are a few outliers' websites that will be folded into the Township managed platforms with the exception of the police who use Crime Watch. This will take care of situations of outside websites and Facebook pages that are not actively managed or otherwise become dormant. It will also expose residents to all the Township's content that they would otherwise miss if viewing just a specialized site.
- Verizon Franchise Negotiations Update. Ms. Mason advised that there is nothing new to report.
- Announcement by Mr. Keith Peters. Mr. Peters, a long-time member of TAB announced that he was resigning from the committee, effective immediately. Mr. Ebenbach together with the rest of the members of TAB thanked Mr. Peters for all his hard work and devotion to TAB over the years and wished him well in his future endeavors.
- Meeting adjourned at 8:09pm upon Motion by Mr. Peters and seconded by Mr. Zapolski.

Respectfully submitted by  
Arthur Zapolski