

Telecommunications Advisory Board (TAB) via ZOOM
Meeting Notes: November 09, 2020

Members Present: Ed Ebenbach, Chairman, Art Zapolski, Kurt Krause, David Laustsen, and Jenya Shuportyaka

Board of Supervisors: Nancy Santacecilia

Associate Members Present: Jean Laustsen

Quorum: Yes

Township Manager: Stephanie Mason

Guests: Paul Dinella and Kevin Kane - Parks Board

Proceedings

- Meeting - Called to order at 6:35 P.M. by Mr. Ebenbach.
- Paul Dinella and Kevin Kane - Parks Board. Mr. Dinella and Mr. Kane have requested ideas from the TAB board to leverage technology to add energy and visibility to Parks. Some of the ideas they offered were using technology to build a following, potentially fundraising, advertising and publicizing the three year plan for Parks and the upcoming availability of the new building. Mr. Ebenbach reviewed the organizing principals for social media, video channel and other forms of communication. Ms. Mason, offered an example where the TAB worked with the Bicentennial Committee where all the communication channels were flooded with messages, videos resulting in great attendance to the events. Ms. Mason also referenced bike-hike and dog park videos which were a great success in promoting these events. Ms. Mason commended the Park board for reaching out to leverage the capability of TAB as well as the Township program guide, Newsletter, and other very successful Township communication channels. Ms. Santacecilia asked the Parks representative what they wanted to accomplish. Mr. Kane outlined the following examples such as Social Media and Social Media Marketing, new website and other channels of communication. Mr. Ebenbach recommended we work together to develop a plan. Mr. Dinella indicated that the Summer Concert series would be a good initial set of events to focus on. Mr. Zapolski suggested selecting the top three events for focus.
- The TAB welcomed new member Jenya Shuportyaka. Ms. Shuportyaka shared her excitement to be part of the board and deep background in creating videos and other media. Mr. Ebenbach and Ms. Mason noted Jenya will be a tremendous addition to the board and has already been involved in the production of the COVID video.
- Minutes from 10/19/2020 meeting by Mr. Zapolski were unanimously approved on Motion by Mr. Ebenbach, seconded by Mr. Laustsen.
- Programming Projects.
 - Video Metrics. Mr. Ebenbach reported that the metric analysis for last month was an average of 73% but with special note that other than a change in the Board of Supervisors meeting, no other programming had been changed from the prior month.
 - Coronavirus vignettes. Mr. Zapolski reported that he conducted one interview last week but noted technical issues with the zoom video and audio capture. Mr. Zapolski noted he may need to re-record parts of the video. Mr. Zapolski also noted that we may need to change how we approach the videos, making them more informal in addition to expanding the pool of people to interview. Mr. Ebenbach and Ms. Laustsen will coordinate on their next steps in conducting interviews with their contacts.
 - Bucks County Virtual Senior Expo. The Expo is a yearly event hosted by the county but due to the pandemic it will be done virtually and recorded some time in November. The group reconfirmed that we should participate in this project.
 - Chamber Chat Videos - Ms. Lyons has suggested the TAB consider adding chamber chat videos to the video programming. Mr. Ebenbach noted the two videos featured interesting

discussions from a company that moved to remote work and a second from the CEO of a large Pharma company who lives in Bucks County. Mr. Ebenbach encouraged the TAB Members to review and comment on the sample videos.

- School District Contact. Ms. Santacecilia noted that student concerts may be a possible programming topic and will follow-up with the school district.
- Social Media. Ms. Mason reviewed that the next review will include an update on the township and other townships media presence results.
- Mr. Ebenbach asked the TAB to consider holding the next meeting in person if permitted, following all safety guidance.
- New Building and System Operations.
 - Mr. Ebenbach reported good news that a feedback loop was incorrectly configured with the audio system. This issue was fixed and will not occur again.
 - As of late last week, the Comcast fiber unit was replaced which should alleviate the restarts in addition to adding the DBX unit in to regulate the individual Comcast channel audio level.
 - The Audio control panel Purchase Order was issued to AVT and the next step is to engage with the vendor to complete this project.
 - The meeting room audio remediation project has been postponed until next year.
- Verizon Franchise Negotiations Update. Ms. Mason noted that the township is participating in the consortium for the Verizon franchise negotiations. Ms. Mason noted that Verizon was reluctant to make long term commitments due to the declining use of Cable TV subscriptions. Ms. Mason shared that Verizon will be sending the draft agreement within the next two months.
- Meeting adjourned at 8:04 pm.

Respectfully submitted by
Kurt Krause