

Telecommunications Advisory Board (TAB) via ZOOM  
Meeting Notes: March 8, 2021

**Members Present:** Ed Ebenbach (Chairman), Art Zapolski, David Laustsen, Jenya Shuportyaka, Kris Ballerini

**At-Large Members Present:** Jean Laustsen

**Board of Supervisors:** Nancy Santacecilia

**Quorum:** Yes

**Township Manager:** Stephanie Mason

**Special Projects Coordinator:** Aaron Walizer

Proceedings:

- Meeting - Called to order at 6:32 pm by Mr. Ebenbach.
- Motion to approve the minutes from the February 8 meeting was made by Mr. Zapolski and seconded by Ms. Ballerini. The motion carried, and the minutes were approved.
- Annual TAB Report to Board of Supervisors: Mr. Ebenbach sent out a link last month to the committee to review TAB's video report for 2020. The membership did not recommend any changes and agreed it accurately covered TAB's activities for the year.
- Programming Projects – Planning/Next Steps:
  - Boards/Commissions Annual Reports: Eleven video reports were recorded by Mr. Walizer and Mr. Ebenbach. Ms. Laustsen has spent two weeks editing them into programs, and they have all been sent to the Supervisors. Ms. Mason stated she suggested to the Board of Supervisors that several video reports be aired at the beginning of each Supervisor's meeting so the public can see them. Mr. Ebenbach said that the reports will be made public on the Township's website and TV station by Friday, March 12.
  - COVID-19 Interviews/Vignettes: Mr. Zapolski stated that there is no new update. Ms. Laustsen added that she must reedit the opening but will wait for Mr. Zapolski's contribution first.
  - Mission/Vision Document: Ms. Shuportyaka and Mr. Walizer are currently working on this project. They decided to try to make the document a little more Doylestown Township centric, and believed that a draft might be ready for the next TAB meeting.
  - Chamber Chat Videos: No new updates. Mr. Ebenbach's stated that the Chamber is producing their own videos and they are offering them to TAB on an "as is" basis. The videos are in an interview format which focuses on the business of the person being interviewed. There is a fine line distinction between being a commercial and giving information to the public. Ms. Mason pointed out that the Township must follow certain government guidelines for public access stations, for example a program cannot be a commercial for a particular business. Programming should be geared to inform the public on what is happening in the community therefore TAB must be careful on what it can consider for broadcast and web hosting. Mr. Ebenbach stated that in 2008 or 2009 TAB circulated a policy statement on what could be broadcast. He will see if he can find the document and circulate it among the TAB members as a useful point of reference.
  - Municipal Authority Video: Mr. Keith Hass, the Authority's Executive Director is working on this project. Mr. Ebenbach has not heard back from Mr. Hass as to his progress.
  - Trails/Parks Videos: Mr. Ebenbach stated that this project is being kept on the agenda as a reminder not to forget about it. The Bike & Hike Committee is working on an interactive map of the trails within the Township. Ms. Mason suggested that trails video clips and stills could be inserted into the map. Supervisor Santacecilia was asking about digital marketing including using TikTok clips and similar social media outlets. Mr. Walizer pointed out that these additional mediums are difficult for a municipality to use. Ms. Mason observed that what has worked in the past were short one-minute informational videos for future events such as those used to introduce upcoming events for the Bicentennial several years ago and summer concerts.

- School District Programs: Mr. Walizer has contacted several school officials and we are now awaiting a response from them. Spring concerts are on the horizon as well and Ms. Mason advised that the Township wants to stay in contact with the school district about these events so promo videos could be broadcast by us. Mr. Ebenbach agreed as long as there are no copyright issues to worry about. Mr. Ebenbach also raised the idea of web streaming concerts and plays in association with the schools if there is no copyright infringement. Ms. Santacecilia indicated that Michael Gruber the CB Mid and High School music coordinator as well as Jeff Barton would know how to deal with this issue. The discussions will continue.
- Other Projects/Suggestions for 2021: Last Fall the League of Women’s Voters hosted a congressional debate between two candidates that was broadcast from the main meeting room. The League would like to do another broadcast in May for the judgeship election for which there are seven candidates. Mr. Ebenbach stated that this is another opportunity to engage in a public service activity. Ms. Mason stated that the League must submit their application by Friday March 12 for the Board of Supervisors to consider their request to use the main meeting room. Ms. Mason stated that all COVID safety precautions will be taken for the live event and she will keep TAB posted on the Board’s decision.
- Video Metrics: February’s video metrics are identical to the preceding month which stands at 80% for video content. The only exception is the Board of Supervisor’s meeting which ran longer in last month. Mr. Ebenbach noted that our video content is static however plans are underway to update programing.
- Social Media Status: No formal report was made for this meeting. Ms. Mason noted that there was a lot of activity last month due to public comment on the proposed Parks and Receration building in Central Park, including the virtual meeting rooms that were open for two weeks. Over 200 people registered for the virtual meetings rooms which is a good turnout. All the comments received have been positive and on an upswing. There will be a PENNDOT virtual meeting on March 11 at 5 pm regarding the roundabout proposed at New Britain Road and South Main St.
- Operations: Mr. Ebenbach updated the group on the status of the Acoustic Remediation project for the Township Meeting Room. The RFP for Engineering Services was completed and sent out however, the acoustic experts solicited indicated their practices do include writing engineering specifications. Additionally, the report that TAB commissioned and which the Township already has in-hand was de facto confirmed by the experts solicited in the RFP. With the concurrence of the Township’s solicitor, the Township now has enough information to write and solicit bids for materials and for installation. Ms. Mason observed that as a governmental entity, the Township must act carefully to make sure that all bid solicitation requirements are followed. Mr. Ebenbach believes that it should be done by late Spring. Mr. Lausten asked to see a copy of the acoustic report and Mr. Ebenbach said he would provide it the next day.
- Verizon Franchise Agreement: No new updates to report. Ms. Mason will follow up.
- Meeting adjourned at 7:22 pm.

Respectfully submitted by:  
Arthur Zapolski