

Telecommunications Advisory Board (TAB) via ZOOM
Meeting Notes: April 12, 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 6:33 pm by Mr. Ebenbach.
- Minutes from the March 8th meeting were reviewed and a typo pointed out by Mr. Zapolski. The minutes were approved pending the correction.
- Boards/Commissions Annual Reports Update: The completed video reports are currently being released. They will be split into groups and aired at the beginning of each Supervisor's meeting. They will also be on the website shortly.
- Programming Projects –
 - Use of Township TV Channel Use Policy: Mr. Ebenbach presented a review of the policy, which provides guidelines for programming and outlines limitations for content. Mr. Zapolski enquired if the policy should be amended to include web-based content. Mr. Ebenbach stated that there is a separate policy for website content, but the two might be combined in the future. Mr. Ebenbach points out that while promotions go against the policy, there may be ways to incorporate sponsors that are not linked to content but are general "thank you's".
 - Mission/Vision Document - Aid for other Boards and Commissions: Ms. Shuportyaka updated everyone that the document is complete and will be circulated for everyone's review before the next meeting.
 - Coronavirus Interviews/Vignettes: No new updates from Mr. Zapolski. Will be revisited at the next meeting.
 - Chamber Chat Videos: Mr. Ebenbach confirmed that this project has been dropped given that the videos were too commercial for the township channel.
 - Municipal Authority Video: No new updates. Ms. Mason outlined that the idea behind this was to create a more in-depth video with an "in the field style."
 - Trails/Park video(s): Ms. Mason stated that the interactive map is still being developed. It's possible that we might be able to help out with a promo video, but there is still a lot of information missing. Mr. Ebenbach suggested that once our Boards/Commissions Aid document is complete, it could be used to help this project.
 - School District Programs: Mr. Walizer discussed the partnership with CB Cares and that a few musical videos were produced one of which is currently airing on Thursdays. There was an issue of incompatibility of the video file with the DTV channel encoder, but the videos have been recoded and the issue resolved. Mr.

- Zapolski suggested we include a technical guidance section in the Board/Commissions Aid document. This will need to be considered once the document is reviewed. Ms. Santacecilia will reach out to her contacts to see if there are any more performance videos we could obtain.
- Other projects/suggestions for 2021: Mr. Zapolski proposed creating an informational video about the proposed roundabout. Mr. Walizer noted that there is existing content from the informational meeting (slides, q/a, blog) up on the website. Mr. Ebenbach suggested we could do an overview video in the future, but there needs to be more information released. Ms. Mason also posed that PennDOT might create content that we could work use. We will continue to monitor progress on this project.
 - Social Media Status: Mr. Walizer presented the Q1 social media report for 2021. He noted that the report shows the same growth pattern we've seen in the past. The trend shows that more people on mobile devices are visiting the site, which indicates that the site is fully compatible for mobile devices. The engagement rate is also increasing, as noted by the longer dwell time per visit.
 - New Building/System Operations Report: Mr. Ebenbach summarized that the RFPs were sent out and that there were no responding bids. Currently, the effort is focused on reaching out to contacts and independently purchasing material and installing it ourselves.
 - Mr. Zapolski asked whether we would continue to record meetings once we can meet in person again or if we will only publish minutes as a public service. Mr. Ebenbach's response was that it has become more convenient, and the virtual meeting system might be here to stay. If anything changes, we have the setup in at least one conference room to record meetings, but that'll be a future discussion, depending on whether people are watching. Currently, it's not of great public interest outside of the staff/board members. Ms. Mason clarified that we could meet in-person, by spreading out, wearing masks, and conduct meetings this way. In response, Mr. Zapolski suggested we wait a few more months before we can discuss meeting in person, possibly revisiting the idea in June.
 - Verizon Franchise Negotiations Update: Ms. Mason stated that the attorney group for the consortium is working on the documentation, but there have been no new updates.
 - Meeting adjourned at 7:44 pm.

Respectfully submitted by:
Jenya Shuportyaka