

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
July 8, 2013

In Attendance: Ed Ebenbach, Committee Chairman; and Joe Salvati, Committee Member; Tom Scarborough, Board of Supervisors Liaison; Rick Colello, Board of Supervisors Member; Sandra Zadell, Staff Liaison and Stephanie Mason, Township Manager.

On a motion made by Mr. Salvati, seconded by Mr. Ebenbach the Board approved the June 10, 2013 meeting minutes. Motion passed.

Social Media Presentation:

Mr. Ebenbach presented his social media memo for the Boards consideration. He stated that the policy attached to the memo is the same that we considered last month.

On a motion made by Joe Salvati, seconded by Mr. Ebenbach the committee voted to proceed with sending the Social Media memo to Ms. Mason to forward to Jeff Garton and schedule for an upcoming Board of Supervisors meeting.

Comcast Franchise Renewal Update:

Mr. Ebenbach, Ms. Mason and Mr. Garton met with Brian Jeter and Janet Steiner from Comcast. Mr. Jeter stated that if the Township really wants to move forward with an HD channel, we need to prove our seriousness by creating actual HD programming and investing in the long term equipment upgrade plan.

This programming should be between 5-9 pm non bill board, non-repetitive programming. We do have original programming as far as the Senior Task force and the EAC hour. We would need to increase programming, add partners such as Delaware Valley College, utilize our committees, film our events, etc to create the types of programming they are looking for.

Ms. Zadell voiced concerns about the staffing needs for creating programming. She feels that the work generating programming would warrant a part time employee at a minimum. At this point she doesn't think it is doable with current staffing levels.

Ms. Mason stated she agrees with Ms. Zadell and felt that the take away from the meeting with Mr. Jeter was that our current programming is much more repetitive than what they are looking for.

We will have to make a substantial equipment upgrade, but we have time to plan for that and budget. We have the money we have saved from the Verizon grant and future Comcast grants over the next 5-7 years.

Mr. Salvati suggested creating a 5 year plan for equipment and programming needs. Mr. Ebenbach said the programming side will be the most difficult part of this issue; we would have a hard time writing a plan on programming.

Mr. Ebenbach stated that Mr. Krause would like to create an equipment plan at the very least. Then if and when the HD programming is prolific and we are ready with HD signal then we could offer it to Comcast. At that point we feel they will be more likely to accept the signal.

Ms. Mason stated that we could possibly provide multiple benchmarks to Comcast for inclusion in the contract.

Mr. Ebenbach has asked Mr. Krause to continue with the equipment plan. Mr. Ebenbach would like help creating potential sources of programming. He suggested creating a 2-3 page white paper on pursuing programming over the next 5-8 years.

Mr. Scarborough spoke with his contact at Comcast who stated that they wanted to move forward with a contract that contains funding.

Mr. Salvati suggested moving forward with negotiations to get funding and secure a contract. We are really not going to be prepared to get HD content out or signal out, so let's just move forward and negotiate for the funding.

Mr. Ebenbach and Mr. Salvati will create an action plan on programming by the next meeting.

Comcast and Verizon: No Updates.

Tab Mission Update:

Mr. Ebenbach would like to discuss changing the TAB membership composition for the next meeting. He would like to add members to help actually do the work of creating programming. Mr. Ebenbach will create a short piece for the newsletter, website and TV station. He will also reach out to Keith Peters to see if he would be interested in helping to create programming.

DTV Webpage Update:

Mrs. Zadell presented the items she sent to FocusMX for inclusion in the DTV website. At this time the Board felt it is a good start and that the can make future updates and improvements once the site is launched.

Moments in Time:

Mr. Salvati sent the clip links to Ms. Mason and now she will move forward with setting up a meeting with potential film makers to create a Moments in Time piece.

Spending Update:

Mr. Ebenbach reported no spending update at this time. Mrs. Zadell asked that all spending completed by November 15th. Mrs. Zadell also asked that the TAB board finalize their budget request for 2014 at the August meeting.

Lectern:

Mr. Salvati presented his research on lecterns. He mentioned that Mr. Salisbury, the Township's code enforcement officer suggested that any new Lectern should be ADA compliant. The average cost of an ADA compliant lectern is around \$3600. There are several options depending on how much you want to spend, including options with rising desks, cut outs for wheelchair access or a side car type access. The side car option would be easier to build, but you also have to invest in microphones (at least \$300). Mr. Ebenbach asked Ms. Mason how to proceed. Ms. Mason suggested that we would usually know in advance if we needed an ADA accommodation, but we never want to make anyone feel left out or "different". The option should be flexible. Ms. Mason also suggested purchasing the lectern instead of having it built in house, as Rick Schea has a very full plate already.

Mr. Ebenbach suggested living with the lectern we have and adding a side panel that will snap up if someone does need an ADA option. Mr. Salvati stated that you can get a nice new lectern for \$1300 as well, that has fewer bells and whistles. There are companies that do custom work in the \$1000 range.

Mr. Ebenbach will check with Rick regarding the option of adding a pop up panel and a coat of paint to update our current lectern to look sharper.

Operational Issues Control Room:

The TAB Computer is operating on an old version of office. Mr. Ebenbach would like to upgrade to Office 2010. Mr. Ebenbach will purchase Office 2010 this month and email it to the committee.

Mr. Ebenbach also reported on a CG100-software issue, but the overlay froze and we had to shut the software down and restart, with everything all garbled up. Mrs. Zadell requested that we purchase actual overlay software that would work more dependently and reliably and be more user friendly.

Projector Issue:

Mrs. Zadell reported on a connection issue she has had during a training session, and one that an outdoor user reported. Mr. Salvati suggested checking the wires at the ceiling to tighten the connections.

The committee adjourned at 8:51 pm.

Respectively submitted:

Sandra Zadell
Assistant Township Manager
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