

Telecommunications Advisory Board (TAB) via ZOOM
Meeting Notes: December 14, 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

Proceedings:

- Meeting - Called to order at 6:33 P.M. by Mr. Ebenbach.
- Quick thank you to Mr. Krause for the previous meeting minutes (11/09/2020). Minutes unanimously approved on motion by Mr. Zapolski and seconded by Mr. Laustsen.
- Programming Projects:
 - COVID-19 Interviews/Vignettes: Mr. Zapolski updated everyone on the Coronavirus Vignette project. He highlighted the intro video Ms. Lausten had just finished editing, emphasizing that it was well put together and polished. He suggested that we should consider making it the standard intro for all of the interviews in this project. Ms. Mason posed that maybe we need to adjust the wording for the vaccine distribution as this was recorded while a vaccine was not yet developed and now we are in the early stages of distribution. Mr. Ebenbach questioned if there was anything else that needed to be updated. Mr. Zapolski noted that it was fine and no other issues were found. Ms. Mason added a quick note that she will follow up with her contacts at Delaware Valley University to see if we can get one more interview scheduled.
 - Bucks Senior Expo: The Bucks Virtual Senior Expo took place on 12/10/20 with District Attorney Matt Weintraub and four others in the meeting room. We've captured video which Ms. Lausten has edited to about 32 mins. Mr. Zapolski emphasized the professional production quality of the opening title graphics and the newly incorporated split screen effect to highlight two speakers at a time. Mr. Ebenbach highlighted the overall theme was that there are a lot of services for elderly residents of the county and the expo pointed to ways of accessing the information. Mr. Ebenbach also noted that the split screen effect was something that we installed for a recent Congressional Candidate debate, and will try to use more going forward. The video will go on the channel and on the website.
 - Chamber Chat Videos: No new updates were put forward regarding the Chamber Chat Videos. Mr. Ebenbach noted that he is remiss in setting up further communications regarding adding these videos to our programming.
 - School District Contact: Regarding video work from the school district, Ms. Mason stated that she has not had any updates. She will follow up to see if her contact, Max, is still interested in creating video from the school district.
 - Parks Board: Since our last conversation, Mr. Ebenbach has not heard from the Parks Board regarding examples of the top three events they might be interested in promoting. Ms. Mason noted that they were most interested in TAB assisting in

making videos to promote their events. Discussion is expected to continue once the Parks Board establishes concrete goals they need help with.

- Ms. Lausten asked if there were any other projects in the future similar to the Senior Expo that we could work on. Mr. Ebenbach agreed that similar projects would be a good use for our facility. Ms. Mason posed a reminder of the “Walk with a Doc” video that was scheduled for January, but now may be cancelled due to ongoing pandemic concerns. Mr. Ebenbach and Ms. Mason agreed to go through their contacts and follow up with Doylestown Health to confirm.
- Social Media Status: The overview presented by Ms. Mason clearly showed that we are improving engagement across social media platforms. The analytics compiled from Hootsuite highlighted a post-per-day pattern and that followers across platforms are growing (currently at 4.3k). Upon review, Mr. Krause pointed out that there seems to be a “negative sentiment” emphasized but speculated that it may have to do with the content (such as tornado warning and Crimewatch content).
- Budget: Mr. Ebenbach addressed short-term needs and proposed to make a few purchases by the end of the year. He noted the issue of the podium microphone being too short and suggested to buy an 18” Shure mic and repurpose the existing 12” for other areas in the set up (the purchase of shock mounts would be required). His proposal was met with unanimous agreement.
- Mr. Ebenbach updated that the expanded audio control panel project was officially completed and is now operational. An \$1100 invoice was issued and will be paid shortly.
- While not on the agenda, Mr. Ebenbach wanted to address the meeting room acoustic remediation project. Due to the size and scope of the project, bids from multiple vendors would be required. Since there is currently no engineering specification, vendors would need to be invited into the space to see and hear the issues that may need to be addressed. In early January, Mr. Ebenbach anticipates having enough info to put together a Request for Proposals document, and hopes to have some proposals by early February. April looks like a good month for installation as there are few meetings taking place in the room.
- Ms. Santacecilia inquired if there was a document we could pass along to the Parks Board that would help with their organization of events and media production. Ms. Shuportyaka agreed to put together a draft document with probing questions that can help guide the Parks Board (and others in the future) to think about their mission/vision or information distribution and long-term vs. short term goals. By gathering information, TAB can be more helpful in suggesting how to put together media and prepare for events.
- Verizon Franchise Agreement: No new updates regarding Verizon channel info. Ms. Mason will follow up in the new year.
- Heartfelt goodbye to Mr. Krause with many thanks for his many years of dedication.
- Meeting adjourned at 7:49pm.

Respectfully submitted by:
Jenya Shuportyaka