

Telecommunications Advisory Board (TAB)
Met in-person at Doylestown Township Building Caucus Room
Monday, July 11th TAB Meeting Minutes

Members Present: Ed Ebenbach, Jenya Shuportyaka, Art Zapolski, David Laustsen and Kris Ballerini

Member at Large: Jean Laustsen

Board of Supervisors: Barbara Lyons

Quorum: Yes

Township Manager: Stephanie Mason

Assistant Township Manager: Stacy Crandell

Intern: Ryan Kelly

Proceedings:

- Meeting called to order by Mr. Ebenbach at 6:35pm
- Approval of Minutes from TAB Meeting on 6/13/22 - Mr.Zapolski moved to accept and Mr. Laustsen seconded it. Motion passed unanimously

- **2022 Programming Projects:** (planning/next steps)
 - **Doylestown Fire Company Recruiting Video** - Ed Ebenbach reported that Steve Downs met with the narrator, Nick Tartaglia. Nick watched the video and agreed that he needed to do a better job and said he would like a chance to do it again.
 - Mr Ebenbach suggested that we schedule a small meeting to go back over the script with him so he's comfortable with the words and the message. This small group might talk about possible changes to the middle section. Nick only needs to be on camera briefly at beginning, if at all. We can keep his original good ending.
 - He needs rehearsal and to be comfortable with lines and memorize them.
 - In Mr. Ebenbach's opinion, the fewer who are there the better. Mr. Ebenbach hopes that Ms. Ballerini can be available, and would also appreciate Ms. Shuportyaka's participation. The suggestion was made to record just audio. Do it at the firehouse to make him comfortable. Ms. Crandell feels we need to get younger people into the video, which would be a good way to get the big brother/father message across. Mr. Ebenbach wants to rethink the whole middle section. Explore this at the little meeting. He agreed to find out when Nick could be available.

 - **Golf Outing Ad:** Mr Ebenbach played the Golf Outing Ad (produced by Ms Laustsen) for the Board. It's posted on the Township website. Response to it has been slow. Ms. Crandell says she will post information to all our social media. Ms. Lyons asked if we could produce a post-event video as well, thanking everyone. The ad can show photos from this year's event (which Ms.Crandell will take). We could send it to sponsors, and post it on social media, to thank volunteers, golfers, and sponsors.

 - **Trail Videos:** Mr. Zapolski sent an email to Mr. Gage asking to set a date to reshoot his trail video. If we are unsuccessful proceeding with Mr. Gage, we may next contact another committee member. Mr. Zapolski is ready to shoot.
 - Ms Ballerini reports that she has not yet made any progress on her video. She needs to meet with Ms. Shuportyaka about it.

 - **National Police Night Out Ad** - Mr. Ebenbach showed the National Night Out promo, (produced by Ms.Shuportyaka.) Sponsors have yet to be added. Sgt.

Whiteside has been sent the promo for comment. Ms. Lyons expressed her opinion that Sgt. Jessica Whiteside needs to be on screen during the promo. She feels that the promo doesn't explain what the event is, and suggests that we need to bang that right up front; explain what the event is, and invite people to join. Add logo. Explain that we support the police. She also thinks the promo is too long.

- Mr. Ebenbach suggests that we just add a voiceover. Touch on some highlights. The event is to get police out into the community, to meet our police department. Ms Mason will compose a script. Ms. Shuportyaka wasn't given that information prior to producing the promo.
 - Ms Lyons said that we should produce a post event video for this too, showing that it was a great time. Thank everyone. Invite them to come back next year. Ms. Lyons said that she can be on camera for that. The event is 4-8pm on Aug. 2nd. Mr. Ebenbach said that we need to be more organized shooting the event this time. Shoot an interview: Ms. Lyons with the Police Chief and Sgt Whiteside. At least show a picture of them together.
 - Mr. Ebenbach said we should talk about this. Is there someone from police department who would talk on camera? Mr Zapolski suggested we interview someone from one of the more interesting exhibits. (Example: a Detective explaining what the items are at the On Screen Crime Unit Exhibit. What's important to show? Why are you doing this?)
 - Later in the meeting Ms. Lyons reported that Sgt. Jessica Whiteside has agreed to be part of National Night Out Event. They will meet and work out plan.
- **Dog Park Orientation Video** - Cathy Brown is working on a storyboard. Not done yet. Video is still up in the air
- **Social Media Performance.** Ms. Crandell reported on her observations from a communications perspective for social media and overall plan. Branding is important. We have some of that. She wants to continue that through everything. Items she's thinking about are:
 1. Refreshing our website to make it simpler.
 2. She is starting to build our social media to give a big picture of things. (Big events, employee news, new hires, promotions, etc.
 3. Cable TV- She wants to work branding there as well, figuring what refreshers need to be made. She's open to suggestions.
 4. Recreation promotion. Possibly we're bombarding too much. She'll work on a plan for that. We're in good shape generally.
 5. Weekly e-news - Most townships have that. She thinks we should too. It would supplement our newsletter, not replace it.
 6. YouTube page - She'll work on building that up. Get feedback from staff and TAB.
 7. Recreation Center - She'd like to see periodic updates on where we are with the Recreation Center. Get young people and families involved. It's on the website now. Add to this to draw people in. Sponsorship and fundraising opportunities are coming too.
 8. Mr. Kelly- Has done research to streamline our social media. Make it less scattered and unfocused. Develop a better strategy.
 - Mr. Ebenbach encouraged Ms Crandell to keep plugging away. It all doesn't have to be fixed at once. We're willing to help. Just let us know.

- **System/Operations Report** -Mr Ebenbach says that he has no report. Mr. Kelly made a successful maiden voyage in the TAB room. He also helped out recording Doylestown Heath reports.
- **Verizon Franchise Negotiations Update:** We're still waiting on final documentation. We're not alone.
- The meeting was adjourned at 7:40

Next Meeting will be 6:30 Monday, August 8th, 2022