

Telecommunications Advisory Board (TAB)
Monthly Meeting Notes: August 14, 2023

Members Present: Chair Ed Ebenbach, Jenya Shuportyaka, Jean Laustsen, and Kris Ballerini (via Zoom)

Board of Supervisors: Barbara Lyons

Assistant Township Manager: Stacy Crandell

Proceedings:

- Meeting called to order by Mr. Ebenbach at 5:05 pm.
- Approval of minutes from TAB Meeting on 6/12/23 Motion passed unanimously.

Agenda Topics:

OLD BUSINESS

Concert Series Promos – One general & 15 episodic promos were produced by Ms. Laustsen – positive response from public. Better attendance this year than in previous years.

National Night Out Promo – Promo was produced by Ms. Shuportyaka. This year's event was well attended, better than in the past. Mr. Zapolski shot a lot of B-roll video. This can be used in the future for a longer form video. Shots included new Police Dunk Tank activity, which was well-received. Drone footage was shot by police department and uploaded to the Facebook page.

Veteran Committee Infomercial – Ms. Crandell reported that when the Veterans Committee met, she pointed out that this project should be more about introducing the group by shooting video, adding a voiceover and patriotic music. She spoke with them about possibly including interviews with Veterans. That idea needs to be fleshed out. Ms. Crandell also reported that she also brought up the issue of their rudeness to Mr. Zapolski.

Dog Park video – on hold. Ms. Laustsen may get a call from Karen about promoting Fido float in Sept.

Updated PRCC Projects Video- Script was rewritten. Added more information on sports courts & restrooms. Fund-raising portion added. Not ready for viewing yet. Video was added of Sports Courts, people playing sports, and new Comfort Cottage stills. This will have to be ready to show at the Golf Outing. For the Capital Campaign version Mr. Ebenbach would like to add in testimonials. We want to show people talking about their reactions to the project. This can be shot at the remaining concerts, or at other times when people are in the park. Discussion about how to shoot these and get good audio. We can use iPhones with wired lavalier mics, or Ms. Shuportyaka camera with Township's wireless mics. We need to figure out what we want to ask them. Already have 7 or 8 people in mind to shoot.

DTV Program Broadcast Schedule revamp – Still in progress. Slides are done, but not organized yet.

NEW BUSINESS

DART promotion –Transportation Company in Doylestown is opening a new route to Warrington. They have asked for help in marketing. The company has already expanded to serve Plumstead, New Britain and Chalfont.

A Ribbon Cutting Ceremony is planned for August 24th at Valley Square in Warrington. The gist of this marketing campaign: IT'S NOT JUST IN DOYLESTOWN ANYMORE. TAG Line should be – Ride the Dart! Show photos of new stops. Promo Video will be no longer than 2 minutes long. Ms. Mason is going to ask for photos. Also asked them to write a script. We will shoot footage and get a comment from someone (TBA) at Ribbon Cutting Ceremony 8/24. Ed will find a contact person. Ms. Ballerini and Ms. Laustsen can be there. We should shoot with Ms. Laustsen's big camera.

“The Dart....it has taken us here and there...and now...a new route!”

Where will the video go? - Social media, website, YouTube Channel. Dart has connections they can use to get the video out there too. Each of the locations should benefit from the video. We can just give them a copy of it.

Purchase of cameras – Mr. Ebenbach reported that the cameras used in meeting room were obsolete. They cost \$2,000 each. He has a contact who has two of the cameras that we can purchase for \$1,000 for both. The same source has other items we may be able to use later in the new CRC building.

Operations Improvements – Trouble with streaming recently. Cockpit error. Problem is now fixed. Interference in broadcast pictures mostly fixed too.

Schedule for the next TAB meeting – Set meeting for Oct. 2, 2023

Meeting Adjourned at 5:50pm

Respectively submitted by:
Jean Laustsen