

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
June 13, 2011

In Attendance: TAB Members Ed Ebenbach, Joe Salvati, and Kurt Krause, Chairman.
Supervisor Liaison: Tom Scarborough and Staff Liaison: Sandra Zadell, Assistant Township Manager.
Guests: Bob Wrightstown, IQM2 Presenter

IQM2 Presentation: Mr. Wrightstown began his presentation with an introduction to Media Track IQM2's Web Streaming Product. The product includes the ability to upload agendas and sync the agenda to the video so that people can click and jump to a section of the video and also enables the search feature.

The product provides analytics on what people are viewing; the ability to publish other events and programming in addition the Board of Supervisors meetings; and the Closed Captioning capability. Additionally the data is stored offsite in two locations, one in Texas and one in Virginia and is backed up daily. There is also the option to archive onsite.

Operation of the IQM2 product: the user just uploads the agenda and while recording the meeting time stamps the agenda. The user can also click, drag and drop different agenda items around, so this is a very flexible program.

IQM2 has majority of their clients in New York, Florida, Texas and California. They have 125 clients and have been in existence since 2005.

The quoted cost of the IQM2 service will be \$3,648 per year, paid monthly and there are no additional fees.

There is also an option to start the time stamping automatically. It would time stamp after there are votes of the Board of Supervisors so you do not have to have someone there time stamping while the meeting is occurring. Someone can log on after the meeting happens and tighten up the timing.

The IQM2 product is available for viewing on I-Pads and Smartphones. They also provide 24/7 service. IQM2 is a recipient of the 2010 Cody Award.

The TAB Board reviewed the proposal that IQM2 submitted and noticed that there is a 5% potential increase in the price per year. Mr. Wrightstown assured the committee that there has never been an increase in rates.

The presentation was concluded and Mr. Krause indicated that he would contact Mr. Wrightstown once we have made a decision.

The TAB Board then discussed the offerings from IQM2 and compared the prices from Granicus, IQM2 and Leightronix. IQM2 is the lowest total cost over 5 years and seems to offer more services; really the only difference between IQM2 and Granicus is the search feature which is included as standard with IQM2 service and would be at an additional cost with Granicus.

Minutes: On a motion made by Mr. Salvati, and seconded by Mr. Krause May Meeting minutes were approved.

Comcast: Mrs. Zadell gave the Comcast update; there are new international channels available for a fee.

Mrs. Zadell also reported that she was able to get three additional converter boxes from Comcast for the Police Department as part of our franchise agreement. She will check with Ms. Steiner to see when they will be arriving and coordinate with Mr. Ebenbach.

The TAB Board then discussed the timing for the presentation for the Board of Supervisors regarding Web streaming. They hope to get before the board this summer with their selected supplier.

On a motion made by Mr. Krause, seconded by Mr. Ebenbach the committee voted to select IQM2 as their preferred supplier and recommend them to the Board of Supervisors. The motion passed unanimously.

Mr. Krause will work on getting a memo together for the Board of Supervisors packet for the June 21st meeting. He is not sure he will make the deadline of Thursday, June 16th but he will keep Mrs. Zadell posted. If he cannot get the memo done for this Thursday they will go on the July Board of Supervisory agenda.

Mr. Krause gave an update on some projects the committee has been working on. The first thing that they would like to replace is a Nexus Raid Disk; they would like to purchase a Nexus Raid Disk which is an upgrade to our current system. The cost of this upgrade is approximately \$1,000 and helps keep our data more secure.

The committee would also like to purchase an new audio processor, this is an item that Wrightstown has, that removes the peaks and lows out of the audio sound so that the so that the sounds when people are listening is more even. Mr. Ebenbach stated that this would allow the audio to be more consistent, it is a helpful tool but not 100% necessary. The list price for an audio processor is about \$450 but Mr. Krause saw some online for as low as \$239.

Mr. Salvati mentioned that we still have not received an answer from our solicitor on the Blip TV memo we sent in May. Mrs. Zadell will resend that information to Mr. Garton.

The TAB Committee discussed the DTV logo, Mr. Salvati presented another option for the logo background which was a tree that he had found. He will email that tree to Mrs.

Zadell who will then overwrite the DTV lettering that we used for the other logos for presentation at the July TAB Meeting.

Mr. Salvati reported on his conversation with Doylestown Hospital, the Hospital would definitely include the webstreamed programming from our Government Access Channel once we get that up and running, but they are not able to include our Government Access Channel on their current network. They would also be interested in providing some of the programming they have to us.

Mr. Krause stated that the programming needs to be sponsored by a Township Department, i.e. if it is a Heart Seminar that should go to the Summit on Aging, etc.

Mr. Salvati also presented the Kids Castle Video that he would like to include for programming that we have on the current channel. Mrs. Zadell will get the Kids Castle Video through the video approval process with the TAB Board.

Mr. Salvati also suggested that we change the video approval process, so that when Mrs. Zadell produces an in house programming piece, that it could just get a verbal approval by the TAB Board. Mr. Ebenbach stated that he has no problem with Mrs. Zadell with airing programs that she creates. There was a consensus from the TAB Board that that's fine but all agreed this programming should follow the same process for reviews and approval.

Mr. Kraus stated that other pieces, not created by Mrs. Zadell need to go through the process with the form which offers structure. Mr. Ebenbach stated that the form should be made into a correct form that is easy to use; Mrs. Zadell will remake the form and distribute it to TAB members for approval.

The committee also discussed the use of that form and restated that the originator of whatever video they are approving should fill out the form. They agreed to move forward with that for future video approval.

Mr. Salvati also reported that he will be meeting with Dr. Feldstein regarding the Moments in Time piece. Dr. Feldstein has lots of additional pictures and items that we could potentially use in the video.

The committee then discussed the EAC's request for a problem with the EAC Hour, the videos are cutting out. Mrs. Zadell will review the cut out times on the EAC Hour and schedule it more tightly.

On a motion made by Mr., Krause, seconded by Mr. Salvati the committee adjourned at 9:55PM.

