

Telecommunication Advisory Board Meeting
Minutes
4/4/11

In Attendance: Joe Salvati, Ed Ebenach, Kurt Krause, Chairman. Rick Colello and Tom Scarborough, Board of Supervisor Members and Sandra Zadell, Assistant Township Manager. Visitor: Matthew Van Zwieten

Minutes

The Board made amendment to the 3/7/11 meeting notes, and then voted to approve the amended notes.

Web Streaming

The committee attended a Go to Meeting presentation from Leightronix on their web streaming options.

Mr. Matthew Van Zwieten stated that he was attending because he is not a cable subscriber but is interested in viewing the Township Supervisors meeting and other items running on our Government Access Channel on his computer via the web.

Mr. Salvati stated that he is not convinced that web streaming is the way we need to go this year due to budget constraints. He wants to hear about the options but at present isn't convinced that this is the right thing to do and that the budget would not allow for this move.

Comcast Update

Mrs. Zadell gave the Comcast update – there were several channel changes.

Verizon Grant

Mr. Krause brought up that in the Verizon Franchise Agreement there is a grant available on the 5 and 10 year anniversary of the agreement of about \$2,000 at each time. The 5 year anniversary is this year, Mrs. Zadell will contact Verizon about this grant agreement and find out the stipulations and if we are going to receive a grant this year.

Operational Issues

Mr. Ebenbach gave a report on the operational issues; Mr. Ebenbach, Mr. Krause & Mr. Salvati have been working hard during work sessions to finish the audio issues. They have made several cable changes and cleaned up the area, in that process they discovered an electrical power grid issue, they continue to work to move things to a common ground. They still have not gotten the VGA converter up to snuff but are working on it in the next few months.

The Board is now reviewing video functionality and the differences between the at home viewing and when we are viewing in the studio, there are some people that feel that it is a little bit darker when they view it at home.

Mr. Ebenbach also reported on the budget where we have been spending small amounts of money and still haven't really gone over budget and have not spent a significant amount of the budget at this time.

Mr. Krause discussed the check list for videos which is now finalized and will now be used.

Mr. Salvati stated that he had visited the Spruance Library and is working with the Bucks County Historical Society to get pictures for the Moments In Time Video. He would like to request \$35 for a 2-person membership to continue to be able to use the library and access their items. Mr. Salvati made a motion to approve the \$35 expenditure to the Bucks County Historical Society, it was seconded by Mr. Krause and the motion passed. Mr. Salvati will send an invoice to Mrs. Zadell for payment.

Presentation

The committee then attended a presentation via Go-To Meeting from Leightronix on the Ultra Nexus System, to make web streaming possible.

They offer two different types of services one is called Peg Central which will create on demand video services on line. There is a branded URL so visitors will see doylestownpa.penncentral.com when they click to watch the videos. There is also an option for the Township to lay the code on our Township Website and have it hosted by their website, in that case there would be no branding and there would be a generic flash player with a start, stop & option to view full screen. There is a 5 year warranty and support services for all of the products that they offer. We would need to do an upgrade to the Leightronix server that we currently use, it would give us 500 gigabits for streaming video and 1 terra for programming.

There is a slight difference when you're initially recording the program basically the Leightronix device creates two files at once, one that is a streaming file that is better for the internet and one that would be our regular file that we would upload for the Cable Access Channel.

For this system there would be a one time set up fee, the Peg Central would cost about \$3,000 per year for about 500 hours of web streaming use (on demand). There is also another option called Peg Stream (live stream) which is \$1,800 per year after a hard drive upgrade of \$3,995. The one issue that the TAB Board discussed with this option is that there is limited band width only the 500 hours or 100,000 minutes and they want to make sure that if they go over they will still be able to use the broadcast.

T.J. from Leightronix stated that if you use more than 265 users and the 500 hours of viewing time they you do another Peg Central purchase at 10% off.

Mrs. Zadell asked if the program offers any statistics or ratings information, T.J. did say that you can see how many minutes of viewing has occurred, but it doesn't tell you how many users are viewing the information. Mrs. Zadell also asked if there is an opportunity

to index the videos and add documents at the same time? T.J. stated that you could load the information into a power director program or any other video movie creator program but that their program does not offer that at this time.

Mr. Krause asked about the support on mobile devices that Leightronix offers and T. J. stated that they are developing the means to play on an I-pad and that is about 6 months out.

Other important facts on this presentation were that in order to do this upgrade we would actually have to send our actual nexus server to them to do the upgrade and they will send it back. T. J. also mentioned that Peg Central now has about 200 customers.

After the presentation the TAB Board discussed with Mr. Van Zwieten which he would be more interested in seeing – the live cablecast or On Demand videos. Mr. Van Zwieten answered that definitely the On Demand videos will be most useful.

The meeting adjourned at 8:55PM