

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
March 11, 2013

In Attendance: Tab Committee Chairman, Ed Ebenbach; Committee Members, Kurt Krause, Joe Salvati; Assistant Township Manager/Staff Liaison, Sandra Zadell; Township Manager, Stephanie Mason; Board of Supervisor Liaison, Tom Scarborough, Board of Supervisor Member, Rick Colello.

Meeting Minutes: The Board approved the February 11, 2013 minutes unanimously.

Presentation:

Marissa Christie from the United Way of Bucks County presented to the committee about Social Media. The presentation outlined the popularity and widespread use of social media, and also some Best Management Practices for utilizing Social Media. Ms. Christie highlighted some important points about launching a social media program. She stated that the more you post the more followers you will get. She gave some advice on monitoring the platforms by utilizing hootsuite.com. She suggested a strong use policy, but stated that the less restriction you have the more success you will achieve. She also stated that the most popular posts aren't all about you.

The committee thanked Ms. Christie for her presentation.

Verizon Update: Ms. Zadell reported that there are channel lineup changes occurring with Verizon.

Comcast Update: Ms. Zadell reported upgrades to the digital adaptors. She stated the digital adaptor will now enable customers to view all channels, except on-demand, premium and HD content.

Ms. Mason reported the complaint that we had this month from a resident who tried to bring equipment to our office because we are listed as the franchisee on their bill. She stated that Brian Jeter advised that we have the option to remove our name from the bill. The TAB decided by consensus to have Ms. Zadell contact Brian Jeter to remove the Township's name from the bill.

Franchise Renewal: Mr. Ebenbach stated that the letter with our requests had been sent to Brian Jeter on February 12th and we are waiting for his response to further negotiate.

Current Projects and Spending:

- Mr. Ebenbach reported that he spent \$129.64 on cables needed to finish up current projects. On a motion made by Mr. Krause seconded by Mr. Salvati the TAB board voted to approve the purchase. The motion passed unanimously.
- Countdown timer – fully installed
- Broadcast Monitor rack – installed and functional, but still needs labeling. Mr. Ebenbach wants to add audio monitor indicators in the future.

- Audio Hum investigation - Mr. Krause and Mr. Ebenbach investigated traces of audio hum in DTV's recording system, but concluded that the current results are adequate.
- Long term Equipment Plan - Mr. Krause presented his report on DTV's equipment inventory. Mr. Krause will now add Purchase date and Expected Life to the data.
- Emergency Communications - At this point not much has been done but Mr. Krause reported they will be working on the Verizon connection. Once that is complete they will meet with Ron Rossi to further evaluate improvements to the Township's system.
- Public Meeting Room Wi-Fi is now available and doesn't require a password.

Operational Issues/Control Room: More meeting room video connections have been made readily available in the control room. There are also ongoing efforts to repair the iQM2 encoder operation/configuration.

Programming: The committee reviewed and approved the EAC storm water video proposal. Ms. Zadell will send the link to Ms. Mason for final review and then post the video.

Mr. Ebenbach reported that he got one response regarding video programming, from the Dog Park Committee. Ms. Mason reported that she is working with the Planning Commission on a script to explain what the commission does. Ms. Zadell reported that she was working on a local government week piece as well. Mr. Ebenbach reported that Sinclair Salisbury is still interested in creating a wrapper for the County Ready Notify video.

Social Media Discussion: The Board agreed that the presentation by Ms. Christie was very informative and thanked Mr. Salvati for arranging it. Ms. Zadell will follow up with an invitation to the county Media Contact who hadn't returned her call.

Adjournment: The meeting adjourned at 9:24 pm