

Telecommunications Advisory Board
Meeting Minutes: November 10, 2014 at 6:30 p.m.

Board Members:

Present: Ed Ebenbach, Kurt Krause and Joe Salvati

Absent: None

Quorum: Yes

Others Present:

Supervisor Liaison: Ken Snyder

Supervisor: Rick Colello

Township Manager: Stephanie Mason

Special Projects Coordinator: Sam Bryant

Regular Guest and contributor: Keith Peters

Proceedings:

- Meeting called to order at 6:30 p.m. by Chair, Ed Ebenbach

- Review and approve minutes from the 10/6/2014 TAB meeting

On a **MOTION** made by Mr. Krause, seconded by Mr. Salvati the TAB minutes for 10/06/14 were approved unanimously.

- **Comcast Franchise Renewal update:**

Mr. Ebenbach reported that Comcast replied to the Township's proposed changes to the Franchise Renewal Agreement October 28. Comcast accepted some but not all of the proposed changes. **Next Steps:** The Township will review and then respond to Comcast's counter offer.

- **2014 Projects/Spending**

- **Review progress in achieving 2014 spending priorities:**

It was reported that spending did increase in previous month and that a balance still remains in the TAB budget to be spent for 2014. Items purchased and new suggested purchases were discussed. **Mr. Krause** presented a revised proposal to upgrade the TAB web-streaming encoder that will now include support for future HD format transmission. This revision will cost about \$250 more than the originally proposed encoder upgrade. It was agreed that the new proposed encoder will serve our present needs and will offer future growth potential that the previous encoder could not. On a **MOTION** made by Mr. Ebenbach and seconded by Mr. Salvati the revised encoder purchase was approved unanimously.

- **Completion of Emergency Management network reconfiguration:**

Mr. Ebenbach reported that the network has been reconfigured and the upgrade has been completed. It was reported that once a Comcast outage occurs, the Township's internet access will swing over to utilize the Verizon portal, but that there may be some ancillary access to the network that still may not work. **Next Steps:** Mr. Ebenbach will work with **Mr. Ron Rossi**, the Township's independent outside IT contractor to identify those items that may not function properly during a Comcast outage at the Township, and then work to evaluate whether

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additional steps need to be undertaken to keep these items alive during the outage.

- **Execution of Program renaming/new Scheduling approach:**

It was reported that all programs were renamed to conform to the new file naming system. **Next Steps:** These newly renamed files now need to be put back into the TAB Nexus device to replace what is currently there. Mr. Ebenbach and Mr. Krause have committed to completing this process quickly. **New Scheduling:** It was reported that DTV will go from having the programs placed into the system on a weekly schedule to a daily-based scheduling system. This approach will make for a more efficient use of the available time, and provide more detailed control over how the programs are clumped together and integrated with the information slides.

- **Review TAB Resolution/Composition letter to Board**

Various changes to the TAB's letter to the Board of Supervisors were suggested and agreed to. Additionally, Ms. Mason said that she will contact the Township Solicitor to get a ruling on adding non-resident members to volunteer for the TAB committee. Pending the ruling of the Township Solicitor on this matter, the board agreed to approve the letter with the suggested edits.

- **Programming:**

- **Event Ads:**

Mr. Bryant reported that there are no Event Ads at the moment; but that he is ready to add new ones into the system when a Township event is scheduled.

- **Bike & Hike videos:**

Mr. Bryant reported that production of a video using footage captured during the Trail Awareness Event is being processed and he should have something produced shortly for TAB review.

- **Traffic videos:**

Mr. Salvati reported that he has secured commitments from the Chairman of the Traffic Advisory committee (TAC), The Township Chief of Police and the Traffic Engineer consultant to be available for an interview conducted by Ms. Mason for a new "Who We Are – What We Do" program that TAB will record for airing on DTV. **Next Steps:** Mr. Salvati will target a date and time during December 2014 that will work for all involved.

Additionally, Mr. Bryant reported that he identified a PennDot Traffic video on Winter Preparedness and that he secured permission for its use. He will schedule it to air on DTV.

- **Police videos:**

Mr. Salvati reported that he identified an opportunity to interview Sgt. Ziegler about establishing a Neighborhood Watch program in the community. The Sgt. provided a PowerPoint presentation to the Board of Supervisors on this topic

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and Mr. Salvati suggested that this topic would work well in the interview format for DTV. **Next Steps:** Mr. Salvati has secured a date for this interview production to take place with Ms. Mason as the interviewer.

○ **Editing/EAC Activity:**

Mr. Peters reported that he has identified various previously recorded programming that would be good subject matter for DTV in addition to what he has already secured for airing on DTV. **Next Steps:** Mr. Bryant said that the Chair of the EAC will review these new videos and get EAC committee approval so that a permission request can be submitted to the TAB for airing them on DTV.

○ **DVD of “Anonymous People” Submitted for approval:**

Mr. Ebenbach reported that he received a DVD from BOS Chair Ms. Lyons for submission to air on DTV. He said that he reviewed the DVD and he will get it to Mr. Krause and Mr. Salvati for his review so the TAB approval process can proceed. He also suggested that we review the TAB Channel Use Policy to ensure that the material is appropriate for DTV to show.

○ **Moments-in-Time activity:**

Mr. Ebenbach reported that he has not had time to make progress on developing a time recording app that will be used to mark up the footage to find sections that can be clipped and used as-is.

○ **Other programming activity:**

(1) Mr. Salvati reported that a promo video was produced on Building the Kingdom at Kids Castle and was submitted by the Friends of Kids Castle committee for airing on DTV and for placement on the Township’s website and Facebook page. Mr. Bryant reported that it is already on DTV and that he will let us know when it is placed on the Township’s website and on the Facebook page.

(2) Mr. Salvati also thanked Mr. Peters for shooting and producing a video program of the Kids Castle Pirate Party Ribbon cutting ceremony. The board thanked Mr. Peters for his ongoing work for the TAB and the programming that he provides for DTV.

(3) Mr. Ebenbach mentioned his intention to follow up a lead developed by Ms. Mason with the Doylestown Historical Society for potential DTV programming.

○ **Current Video Content Metric:**

Mr. Ebenbach reported that the content metric is pretty much the same - up 0.7 % from 55% a month ago.

● **Social Media footprint expansion**

Mr. Bryant prepared reports that show a continuing increase in the Township’s Facebook Like and Twitter Follows. He also noted that there is an increase in people Sharing Township Posts toward the end of the week which is when the Township includes pictures with their posts. It was also noted that the Reach on Facebook for this photo Post was 2 to 3 times higher than an event post. Mr. Salvati suggested that the Township continue with the plan outlined in the Social Media Whitepaper that he prepared and slowly increase the number of picture Posts on Facebook in a given week.

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Mr. Salvati suggested to also add pictures to the Google group emails that go out to the public.

- **Operational Issues / Control room**

It was reported that performance continues to be stable without issue, with Mr. Bryant & Ms. Finley as the principal Township system operators.

- **Personnel Matter:**

Mr. Salvati informed the board that he will not be seeking reappointment to the TAB board for 2015 and that he will finish out the rest of his 2014 term. He said that he will complete his responsibilities with the upcoming Police video shoot and follow through with the Traffic Advisory shoot should that be scheduled in December 2014. He said that it was his pleasure to serve the Township as a volunteer on TAB since his appointment in 2010 and that he will continue his volunteer commitments on the other two Township boards that he is a member of. Mr. Ebenbach and Mr. Krause thanked Mr. Salvati for his five years of service and for his continued interest in the DTV service, wishing him well in his future endeavors.

- **Adjournment:**

On a motion made by Mr. Krause and seconded by Mr. Salvati the committee adjourned at 8:17 p.m.

Minutes respectfully submitted by Joe Salvati