

TELECOMMUNICATIONS ADVISORY BOARD
Meeting Minutes
February 10, 2014

In Attendance: Ed Ebenbach, Committee Chairman; Kurt Krause and Joe Salvati, Committee Members; Ken Snyder, Board of Supervisors Liaison; Rick Colello, Board of Supervisors Member, Stephanie Mason, Township Manager, Ashley Thompson, Special Projects Coordinator and Staff Liaison, Keith Peters, Guest.

Minutes

Mr. Salvati suggested that the date for the January Meeting Minutes should be changed from February 13, 2014 to January 13, 2014. Mr. Ebenbach will make amendment and send out change. Motion of Mr. Salvati to accept the amended minutes, seconded by Mr. Krause motion carried unanimously.

Comcast Franchise Renewal Update

Mr. Ebenbach stated that the renewal process was moving along, that we had received a draft from Comcast and were preparing a response to it.

2014 Goals

Mr. Ebenbach reviewed the 2014 goals document that he presented on February 4, 2014 to the Board of Supervisors. The committee discussed and established the priorities, timing, and individual responsibilities for each item on the list.

2014 Projects/Spending

Mr. Salvati motioned the approval of the reimbursement for Mr. Ebenbach who purchased GoPro camera accessories for Township use. Mr. Krause seconded the motion. Motion carried unanimously. Ms. Thompson will manage the camera and accessories, and will sign them in and out to Township Committee members for capturing Township video material.

Mr. Ebenbach reported that the Township once again lost its Comcast connection during the prior week's ice storm, shutting off Police network connections, and shutting down the Township's e-mail service for several days. The TAB Verizon connection once again remained up during the storm. He went on to say that this should give additional impetus to the committee's initiative to repurpose the Verizon connection to serve as a secondary feed to the Township's network so as to keep these vital services active during such an emergency. This will require an upgrade to the Township's main router and a network reconfiguration, so Mr. Ebenbach and Mr. Krause will seek to expedite a meeting with the Township's IT consultant to get a trial of that configuration underway.

Website

Mr. Krause discussed the technical aspects of providing access to DTV library video programs in the DTV or other sections of the Township website. Ms. Thompson will contact FocusMX, the Township Website Designer to invite them to meet with the committee at their next regularly scheduled meeting to give us advice regarding this idea.

The committee also discussed the need to take an inventory of what programs were available in the DTV library and to develop and implement a naming convention for those programs.

Programming

Mr. Keith Peters was present at the meeting to discuss the video that he had taken at the 2013 Howl-O-Ween event. He suggested that the committee could use parts of his film as a commercial for future such events. The committee discussed other future projects utilizing footage from Township events as “commercials” on DTV.

Mr. Ebenbach reported that he and Mr. Krause are finished checking out the camera, and that he will attend the Bike & Hike Committee meeting on February 18, 2014 to introduce the GoPro camera to that committee.

Mr. Salvati submitted the approval paperwork for a video from the Traffic Advisory Committee - “Riding On the Road -- PA Safe Routes Bicycle Safety Video #3”. The committee will review the video and submit it to the Township for processing.

Ms. Thompson will discuss the time line of the Parks-Recreation Program Guide/Commercial with the Intern and when it is expected to be completed.

Ms. Mason will contact the Doylestown Historical Society to see if they have any interest in providing us with additional videos beyond the Geil program that is currently running on DTV.

There was a discussion about the need to have more Emergency Management information sent out to the Township residents providing information on Preparedness and Responses.

Mr. Ebenbach raised the subject of providing a regular report on the proportion of non-billboard programming carried on DTV between 6 am and 12 midnight, so that we can track how well we are doing at expanding that content.

Social Media

Mr. Ebenbach raised the topic of expanding the acceptance of our Social Media communications channels, citing statistics from a suburban Pittsburgh township. Cranberry Township with population of 28K and over 8K households has over 2,100 Facebook and over 1,000 Twitter followers for a 25% and 12% acceptance rate respectively as a proportion of households. Our statistics to compare are 7% and 4% respectively, suggesting that we have ample room to improve. After discussing this topic, the committee decided to devote its April meeting to this topic, and asked Ms. Mason to obtain as much information as possible for that meeting describing how well other municipalities are doing and what strategies/tactics they have employed to get their results.

Adjournment

On a motion made by Mr. Krause, seconded by Mr. Salvati the committee adjourned at 8:19PM.