

Telecommunications Advisory Board (TAB)

Meeting Notes: June 13th, 2016

Board Members:

Present: Ed Ebenbach, Chairman, Kurt Krause, Member, David Laustsen, Member, and Keith Peters, Member

Quorum: Yes

Others Present:

Supervisor Liaison: Rick Colello sitting in for Ryan Manion

Special Projects Coordinator: Autumn Canfield

Guest: None

Proceedings

- **Meeting** called to order at 6:30 p.m. by Mr. Ebenbach.
- **Review and approve minutes** from May 9, 2016 TAB meeting – Approved unanimously.
- **Social Media status**
 - **Parks Board proposal for a Private Facebook channel.** Topic set aside for discussion at a later time.
 - **Current operating results** – Ms. Canfield reported that the predominant demographic for Facebook access is female from ages 35 to 44. The Township’s market penetration remains unchanged from where it has been in the recent comparisons. Ms. Canfield also reported that the Tour of Honor submitted a promotional item for consideration for putting up on the channel.
- **Verizon franchise renewal negotiations** - Ms. Mason reported that the township received notification from Verizon that Franchise agreement is set to renew in 2018. Mr. Ebenbach offered that participation in a consortium may provide advantages to the township to join with other communities assuming there is an alignment to maintain focus on the township future technology interest and needs. The township received a proposal from Cohen Law firm to support the consortium of municipalities with the Verizon renewal. Mr. Krause made a motion that the township participates in the consortium with the expectation that there is a focus the township’s future technology interest and needs. The motion was seconded by Mr. Peters and approved unanimously. Ms. Mason will draft a letter to the board and Ms. Mason and Ms. Canfield will be the township representatives.
- **DTV Programming/Programming Projects**
 - **Proposal to standardize Opening/Closing sequences/Use of logo** – Mr. Peters presented a proposal for TAB video graphics for consistency, branding and comprehensibility. TAB agreed that the proposal is well done. Mr. Peters will meet with Mr. Laustsen to refine the recommended parameters for the standards for review at the next scheduled TAB meeting.
 - **Update Program Schedule** – Ms. Canfield stated she made some schedule updates with the results to be reviewed with the video content metric. Mr. Peters noted that for some of the programming the Web and Bulletin board schedule is providing information of limited value. Mr. Peters provided a proposal for modifying the program naming protocol which was agreed to offer good guidance. Mr. Peters volunteered to edit the library entries description with a meaningful name in the program description.
 - **Other projects underway**
 - **Doylestown Health Videos** – Mr. Peters noted two “Walk with a Doc” are done and one more will be shot later this week.
 - **Mural Project** – Mr. Peters will meet with the Dave and Jean Laustsen to review the intro and closing for the Mural Project.
 - **Bike and hike** – Ms. Laustsen loaded video from bike and hike on a USB drive which was

provided to Ms. Mason to upload additional photos.

- **Who We Are/What We Do series** – Mr. Peters stated Roads was almost done, Ready Notify is close to done, and Code is done. Mr. Peters noted TAB and Ways and Means are left to do. Mr. Ebenbach proposed, and the group accepted to take the summer off to complete those items that are currently in queue. And resume new shooting in the Fall.
- **VIA Documentary** – Mr. Laustsen viewed the documentary and thought it was very well done; he was impressed.
- **Bird walk** – Mr. Peters noted it is in editing.
- **Expanded Reach – YouTube T&C update** – The terms and conditions are still in review by the Township Solicitor.
- **Historical Society** – Mr. Ebenbach felt these activities should be paused at this time.
- **Moments in Time** – Mr. Ebenbach explained this project is currently deferred.
- **Current Video Metric** – at 78% up from 66.9% which is due to Ms. Canfield recent schedule updates and increases in other programming.
- **Operational Issues/Control Room**
 - **Audio Level Compression** – Mr. Ebenbach and Mr. Krause will arrange a time to meet and install the DBX 166s and distribution amplifier.
 - **TABPC2** – no update this week.
 - **Return old iQm2 encoder** – the old encoder was returned.
- **Other Projects/Spending** – \$333 was spent to bring YTD spending to about \$500.
- **New Board Member** – Ms. Canfield reported no applications have been received.
- **Adjournment** – The meeting was adjourned at 8:20 PM on a Motion made by Mr. Peters and seconded by Mr. Krause.

Meeting Notes respectfully submitted by Kurt Krause