

Telecommunications Advisory Board (TAB)  
Meeting Notes: July 11th, 2016

**Board Members:**

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

Quorum: Yes

**Others Present:**

Supervisor Liaison: Ryan Manion

Township Manager: Stephanie Mason

Special Projects Coordinator: Autumn Canfield

**Guest:** None

**Proceedings**

- **Meeting** - called to order at 6:37 p.m. by Mr. Ebenbach.
- **New TAB Member Welcome** - extended by all in attendance to Arthur Zapolski
- **Review and approve minutes** - from June 13, 2016 TAB meeting – Approved unanimously.
- **Verizon franchise renewal negotiations** – Mr. Ebenbach summarized the process and announced that the Board of Supervisors had approved the Township joining nearby municipalities in a Bucks County Consortium to execute these negotiations with Verizon for a new Franchise agreement. Ms. Mason noted there was a recent article in the newspaper that reported on the consortium. Ms. Mason and Mr. Ebenbach recently met with the consortium's Verizon Franchise Negotiation leader, Bob Pellegrino (Township Manager, Northampton Township), to reinforce specific items the Township desires and that the Consortium should want the agreement to address, such as advancing the state of our technology.
- **PSATS Communication Awards** – Ms. Canfield distributed a handout and requested TAB help concerning programs on the Township's channel. Three (3) DVDs of each submission are needed. They are to reflect in-house programming efforts between August 1, 2015 and September 14, 2016. The due date is September 15, 2016. The board discussed including the Mural video, the Ready Notify video, and the 2016 Bird Walk video. Mr. Peters will help provide the DVDs needed to Ms. Canfield, and she will complete the submission.
- **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 on several peaks in the Township Social Media statistics that appear to be a result of messages about the concert series and the fireworks. Ms. Mason described the large number of guests at the recent concerts and the fireworks. She also described the successful relocation of the fireworks launch site from the golf tee to the Wells road athletic fields.
- **DTV Programming/Programming Projects**
  - **Standardized Opening/Closing sequences/Use of logo** – Mr. Laustsen and his wife, Jean, hosted Mr. Ebenbach and Mr. Peters where a consistent use of black screen, the words “Doylestown Television”, and the DTV logo with a white shadow were viewed and adopted.
  - **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 whose purpose is to offer good guidance as to each file's content to the program scheduler. Mr. Peters volunteered

to edit the library entries description with a meaningful name in the program description.

- **Expanded Reach – YouTube T&C update** – The Township Solicitor has reviewed YouTube’s terms and conditions and given his approval for the Township to proceed to create a YouTube Channel. Ms. Mason and Ms. Canfield will make this happen. Ms. Manion described the various listing options that the Travis Manion Foundation uses and gave suggestions as to how the Township might make various categories available.
- **Proposal(s) for Slide redesign** – deferred for future examination and discussion.
- **Videos awaiting approval**
  - **“Who We Are”** - Mr. Peters reported two episodes are “in the hopper”, the Roads one and the Bike/Hike one. Mr. Laustsen added that the Roads one is finished and ready to air. Mr. Peters stated the Bike/Hike needs to have pictures recently obtained from Mr. Kelso added.
  - **Walk with a Doc** – Mr. Peters stated three programs are in varying stages of completion. The April episode is completed, pending Doylestown Health approval, per their request, due to HIPPA concerns. The June show is also mainly done, needing only names of the exercise staff (2) for on screen use and credits. Both of these have been provided both to Doylestown Health (Stephanie Petersen/Beth Long) as well as to the TAB inbox. Mr. Peters will also upload them to the TAB dropbox. The May show needs the names of the multiple actors in the AED demonstration as well as the script and/or audio recording of the AED Training Machine vocal alerts as the microphone did not capture this audio very well.
  - **Mural Project** – this is currently finished except for the removal of the “Who We Are” and “an occasional series” graphics. Mr. Laustsen will arrange to make these final edits.
  - **Bird Walk** – Mr. Peters noted this project is currently being edited. He will stitch the fifty-eight (58) files together with corresponding B roll and/or pictures. He reported this project is probably the farthest away from completion of the programs currently being finished.
- **Other projects underway**
  - **“Tour of Doylestown Health”** – Mr. Peters noted this is currently on hold.
  - Other – none at present. A discussion was held regarding drone footage of the fireworks.
- **Historical Society** – Mr. Ebenbach felt these activities should be paused at this time. Mr. Laustsen concurred.
- **Moments in Time** – Mr. Ebenbach explained this project is currently deferred.
- **Current Video Metric** – at 78.5% up slightly from 78% which is due to changes in the Board of Supervisors meeting length and the Senior Task Force.
- **Operational Issues/Control Room**
  - **Audio Level Compression** – Postponed until probably September due to other priorities. The equipment has been received.
  - **TABPC2** – Postponed until after the audio compression is finished.
- **Other Projects/Spending**

The Central Bucks Senior Taskforce Camera has been received. The Township will retain this equipment and only loan it out to the Taskforce when the taskforce is scheduled to record a program. The first taskforce use will probably be in September.
- **Adjournment** – The meeting was adjourned at 7:45 PM on a Motion made by Mr. Krause and seconded by Mr. Peters.