

Telecommunications Advisory Board (TAB)  
Meeting Notes: December 11, 2017

**Board Members:**

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

**Quorum:** Yes

**Others Present:** Regular Contributor: Jean Laustsen  
Officer Jessica Whiteside

**Proceedings**

- **Meeting** - Called to order at 6:30 P.M. by Mr. Ebenbach.
- **Review and Approve Minutes** - The minutes from the November 13<sup>th</sup>, 2017 meetings were approved unanimously upon a motion made by Mr. Zapolski and seconded by Mr. Peters.
- **DTV Current Status** – Mr. Ebenbach reported that moving and reinstalling the DTV equipment into the temporary trailers, including the ceiling cameras, is just about done. There are only a few items that still need to be completed along with some refinement of the operating procedures for the new setup. One supervisor meeting has been recorded using the complete reinstalled system.
- **Emergency Messaging Study** – Discussion is pended until a meeting is called in January.
- **Boards and Commissions Holiday Party 12/27; Bicentennial Gala 1/6.** Mr. Ebenbach noted the upcoming events for discussion and coordination.
- **DTV Programming/Programming Projects**
  - Current Video Content Metric** – Mr. Ebenbach distributed this month’s spreadsheet that showed a 7.4% increase in Video Content from last month. With this month’s figures, the year to date 78% average continues to show strong video content. The worry for the future however is that there is not much fresh content in the pipeline but Mr. Ebenbach is hopeful the situation will improve in the new year.
  - Building Project Video** – The video is up and running. The tally counter for the web version reports 328 views, which makes it the most viewed video on our YouTube page, which was accomplished in 2 weeks. The report also notes that on average, the video is viewed for only 5 minutes, which is important to note for future videos, since the Building Video is 12 minutes long. The video was promoted using the Facebook boost function with a \$7 fee for that service.
  - CAP Video** – Mr. Zapolski advised that the video is done and provided Mr. Ebenbach a usb drive with a copy for preview. The video is about 11 minutes long with a preview planned for after the TAB meeting closes.
  - Doylestown Health DTV Initiative** – Ms. Laustsen reported that the Doylestown Health video is in the process of being redone.
  - Bicentennial Committee** – Mr. Zapolski, vice chairman of that committee, reported that most of the last committee meeting was spent on the Gala in January. He also shared that a picture is available of the Memorial Day float. He mentioned that there is video from an aerial flight that should be available at a later date. Work is proceeding with TAB help to create a Gala Ad in the next few days to be put on the web and DTV channel.
  - Other Video** – Mr. Peters informed the committee that he met with Mr. Zapolski to discuss a “Welcome Wagon Video”. Mr. Laustsen noted that Town and Country players are a potential source of talent for voice overs and presenters. Mr. Ebenbach is working on pulling an inventory of all programming for Mr. Peters and an inventory of police videos for Officer Whiteside.
  - Slides Update** – Upon Mr. Peter’s review, outdated slides were pulled out of rotation for updating.
  - Social Media** – Pended until the January meeting.
- **Time-lapse Project** – The cameras are ready to be installed. The location of the cameras and their

power feeds must be finalized.

- **2017 Budget** – Mr. Ebenbach distributed the spreadsheet for the 2017 budget which was \$5,642. The committee's spending, including the move to temporary quarters and projected costs left a balance of about \$2,500 remaining in the budget. Mr. Zapolski made a motion seconded by Mr. Krause to spend an additional \$350 for move supplies which was approved. Mr. Zapolski made a motion seconded by Mr. Peters to move any unspent budget to savings for additional equipment which was approved unanimously.
- **New Building Update** – No update this month.
- **Verizon Negotiations** – No update this month.
- **Adjournment** – The meeting was adjourned at 7:58 PM on a motion made by Mr. Peters and seconded by Mr. Laustsen.

Meeting Notes respectfully submitted by Kurt Krause