

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

Board Members:

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

Quorum: Yes

Others Present: Township Manager: Stephanie Mason

Guests: Jean Laustsen and Doylestown Township Police Officer Jessica Whiteside

Proceedings

- **Meeting** - called to order at 6:30 P.M. by Mr. Ebenbach.
- **Welcome Guests** – All guests were welcomed.
- **Review and Approve Minutes** - From August 14, 2017 TAB meeting. The minutes were approved unanimously upon a motion made by Mr. Peters and seconded by Mr. Krause.
- **Emergency Messaging Study** – Mr. Ebenbach introduced Officer Whiteside and noted her significant social media expertise. She is primarily responsible for the efforts being made by the Doylestown Township Police Department to keep their own postings up to date, mostly on the Crimewatch website. The discussion proceeded to cover areas such as rapid, easy, and accurate posting of information to township social media channels. An example of the delay in timely posting such material, that this meeting is addressing, was the recent prisoner escape as reported by surrounding municipalities well prior to an announcement being posted on Township social media. A productive meeting with the various parties was held last month, and a further meeting is planned for later this month. Progress is being made on this subject and further work is planned prior to having a finished proposal.
- **Temporary Move Project Plans** – Mr. Ebenbach reported that the September Board of Supervisors meeting on 9/19/2017 is likely the last event to be televised from the public meeting room in the current (old) municipal complex. Given the time-frame of the move coupled with the dis-assembly of the old telecommunications equipment, the reassembly needed in the new, temporary space, and the near-term Board of Supervisors meeting in the trailer complex on Tuesday, October 3rd, there may not be time to completely have all facilities functioning. A contingency discussion ensued whether it makes sense to not televise the meeting at all as opposed to recording the video on a handheld camera with audio provided by a mostly complete system or to push for completing the equipment move prior to the October BOS meeting. Since a completed move is unlikely, and option 1 (no televising at all) is not preferable, Mr. Peters offered that he believes he could operate the township's hand-held camera on a tripod with the audio provided by a functioning microphone system jacked into the camera, as mentioned as a contingency via option 2. Mr. Ebenbach also reported that he has completed most of the purchases needed for the temporary move and for less than the preauthorized \$1000 budget the TAB group approved. He believes he will complete the few additional purchases needed for the temporary move soon. Since Mr. Zapolski and Mr. Peters will be away for the remainder of September, dis-assembly will mostly be done in by the members to the TAB group at the meeting and/or await reinforcements.
- **Time-lapse Project** – Mr. Ebenbach reported that this effort is proceeding as planned and is nearing implementation. Ms. Mason reported the web hosting is ready to proceed and that there will not be any charges until the service begins utilization. Officer Whiteside questioned whether the cameras would display any current on-going police activity and was re-assured by Mr. Ebenbach that there would be none. Mr. Ebenbach stated the cameras have not been mounted yet as the building manager, Mr. Rick Schea, is currently swamped with move related activities.
- **Verizon Negotiations** – Ms. Mason stated that most of the consortium members had taken the

summer off from this issue and that more activity is expected on this issue now that most members are addressing this. This topic will be kept on the agenda to catch future activities.

- **Social Media Status** – Ms. Mason reported that the statistics were mostly the same as last reported.
- **DTV Programming/Programming Projects**

Wrecking Ball Event 9/16/17- The Laustsens and Mr. Ebenbach expect to attend. Items that may be recorded include video interviews of leaders and some events at the township building during the event (4:30pm to 6pm), the “family photo” at 6:15pm, and any announcement made prior to the concert at 7pm. Officer Whiteside discussed the hashtag issue, mentioning that if a hashtag is placed on the sandwich board, resident photographers can share/tag their photos of the wrecking ball event. Ms. Mason discussed the desire to have some coverage of each time-frame and shared some of her thoughts on how a video might be assembled (flier, wrecking ball events (cones, silly string, paint, inflatable hammers, piñatas, family photo, food, announcement, concert)). Mr. Ebenbach noted that this effort is meant to capture part of the overall Bicentennial activities and may not result in a stand-alone video. It will need to be seen if there are any videos captured by the Bicentennial committee members themselves or attendees and what to do with them.

Building Project Video – Although nearly completed, the video is still in production. Changes may need to be made to the sections dealing with financial figures. Mr. Snyder’s segment will be re-shot. The rental of a teleprompter has been investigated to use if Mr. Snyder’s segment is reshot.

CAP Video – deferred due to Mr. Zapolski being away.

Doylestown Health DTV Initiative – Ms. Laustsen reported that more recording is currently scheduled for October 3rd and that there seems to be no rush from Doylestown Health to complete this project in the near-term.

Bicentennial Committee – Mr. Peters attended since Mr. Zapolski, vice chairman of that committee, is away. Mr. Peters noted that he addressed two items he felt TAB was very interested in, namely that the Public Meeting room television equipment (mics, cameras, projectors) would remain unharmed by the “wrecking ball” activities this weekend (the 16th) as there is a Board of Supervisors meeting to be televised on the 19th, and any destruction of the items needed to do the broadcast could adversely affect the capabilities to do so, and, as well, that 2 of the 3 camera-people on the Board would be away on the 16th, so there would be limited video coverage. On the committee, Board of Supervisor Chairman, Barbara Lyons, noted to the Bicentennial committee that “everyone has their own iPhone and can take whatever photos and videos they want”. Sharing of these items was not specifically resolved but was nonetheless mentioned as expected behavior. Mr. Ebenbach discussed how the previous pre-concert announcement by Mr. Zapolski and recorded by the Laustsens, has been airing on the local channel in the slide rotation and prior to each broadcast of the Board of Supervisors meetings.

Video Awaiting Approval – None

Proposal for Slides redesign - deferred

Current Video Content Metric – Mr. Ebenbach distributed this month’s spreadsheet that showed a 1.1% increase in Video Content from last month. This was due to a slightly shorter Board of Supervisor’s meeting while adding more time via the aforementioned (Bicentennial announcement) Event Ad. Even with these changes, the channel continues to show strong video content.

- **Operations**
 - Personnel** – Mr. Ebenbach reported that for the proper televising/recording of the Board of Supervisors meeting, TAB needs at least two (2) people. There are only two (2) people currently trained. This remains an area of concern.
 - Slide Projector** – remains broken and will probably not be fixed until the Public Meeting room dis-assembly
- **Adjournment** – The meeting was adjourned at 7:40 PM on a motion made by Mr. Krause and seconded by Mr. Peters.