

Telecommunications Advisory Board (TAB) via ZOOM

Meeting Notes: **Monday, Sept. 14, 2020**

Members Present: Ed Ebenbach, Chairman; Art Zapolski, David Laustsen

Associate Members Present: Jean Laustsen

Board of Supervisors Liaison: Nancy Santacecilia

Township Manager: Stephanie Mason

Special Projects Coordinator: Andrea Susten

Proceedings:

- **Meeting called to order** at 6:34pm by Mr. Ebenbach
- **Minutes from 8/10/20 meeting** by Art Zapolski unanimously approved a motion by Mr. Laustsen and seconded by Mr. Ebenbach
- **Election of Vice-Chairman** - Keith Peters' resignation from TAB necessitated that a new Vice Chairman be selected. Mr. Ebenbach nominated Art Zapolski to assume that position, and the motion was unanimously approved.
- **Second TAB opening** - Mr. Ebenbach received an email from Kurt Krause, the technical arm of the group, announcing his resignation at the end of the year. Since the Township's TV system now uses a professionally installed system, there is not as much hands-on technical work needed. Therefore Mr. Krause plans to leave at the end of this term. We now have 2 openings to fill on TAB.
Ms. Mason stated that someone has expressed an interest in joining TAB, and that person will interview with the BOS seeking approval.
Ms. Santacecilia reported that a film student from C.B. East is interested and asked if that would be appropriate. Ms. Mason thought that it would be, noting that it could be like an internship opportunity. Ms. Santacecilia added that it would build the student's resume and be a good way for us to reconnect with the school district.
Mr. Ebenbach noted that the required skill set of our members has changed. In the past we were involved in franchise negotiations and building hardware systems, both of which are no longer priorities. Going forward our focus will be more on providing channels of communication to get the township message out via long and short form programming.
Ms. Santacecilia says that other committees like Parks and Rec want to showcase what they have to offer. She asked if TAB has some document to help them. Mr. Ebenbach answered that right now we offer no documentation except how to organize and shoot video.
Ms. Mason commented on the Resolution establishing TAB. Currently we have a committee of five, with three from the township. Two can be from outside if they have the correct background.
- **Discussion regarding content of future agendas** - Mr. Ebenbach asked that we discuss whether the focus of our agendas should be more on content than technology. We provide content via our website, social media, TV programming, public service announcements, all suitable to use in lots of different media. He believes that technical matters are no longer a main focus.

Ms. Susten discussed the possibility of creating a calendar for the public which would include activities and information offered by all committees. She could create a TAB calendar with bullet points from them. She'll explore this to see if it's a project worth doing.

Ms. Santacecilia suggests that committees make their own shorter form spots. Use just pictures and words to make a slide show. Ms. Susten said that we could create a document for how to make a 15 minute slide show using photos.

Mr. Ebenbach asked if this is a direction we want to go - are the programming projects what should be our main focus? Mr. Zapolski said yes, he thinks that's appropriate. In the past big projects have taken up so much of our time. Now we're ready to change.

If we want to help other groups get their message out, Mr. Ebenbach asked if we should fill those 2 openings with people who can do that? Suggests we think about it and talk about it at the next meeting.

• **2020 Projects - planning, next steps**

Current/YTD Video Content Metric - 89% of time filled with video content - way above 75% goal. Keith Peters changed the schedule lineup each month, so programs shift days, but fundamentally stay the same. Mr. Ebenbach says he's no longer highly focused on the video content metric – we've achieved our target, but with few viewers, and not enough fresh programming. He also indicated that he has taken some projects off the list that have been there for a long time.

Walk with a Doc series – in this series, we have recorded monthly “Walk with a Doc” events at the hospital. It is a short lecture on a health topic, and then participants go for a walk. Keith Peters used to shoot and produce these. He would set up a camera, then shoot and edit half hour programs about medical topics. We'll need somebody to take that over. Please let Mr. Ebenbach know if you're interested.

League of Women Voters, Barbara Sperry - She sent us their 3 videos with voting information from the League. Mr. Ebenbach will share a link to the ads with our committee to decide if they are appropriate to air.

Coronavirus interviews/vignettes (AZ) - Mr. Zapolski reported that Ms. Laustsen did one interview for Town & Country Players. Ms. Mason says these will be stand-alone programs. They will be put into archives for township. This is historically valuable.

Mr. Zapolski has reached out to people he knows and has gotten 2 positive responses. He will send contact info out to Ms. Susten to send email to them. If they are still interested, then a second email goes out. Mr Ebenbach says he will reach out to his contact at Barley Sheaf Farm and to his barber, Doug Yedinak.

Ms. Mason suggested we produce a standard Intro & outro. She asked Ms. Santacecilia to write the copy for this.

Ms. Laustsen says she will find Mr. Yedinak's email address. Mr. Ebenbach will find email contact for Barley Sheaf. Ms. Mason will contact Jim Bishop at Cornerstone Health and Fitness. Mr. Zapolski will follow up with others.

School District Interview: Ms. Santacecilia says that Covid is a touchy subject for the schools. Suggests having focus be the technology aspect of remote learning and how they are dealing with it. She will reach out to Angela Lynch and Jason Jaffee about their possible interest.

Ms. Mason will reach out to Terry Jackson at Delaware Valley University. She is tasked with setting up the University's return to school: Zoom, remote learning, on-campus learning

September 12 joint EAC event - Ms. Mason wrote the script, Ms. Susten produced, and Ms. Laustsen edited an ad for the event. The ad was excellent and got 700 views. Mr. Ebenbach showed it to our committee. Ms. Santacecilia will show it and put it into her report to the BOS. Mr. Ebenbach added that we have done many of these in the past as well.

• **Social Media status (AS)** - Ms. Susten sent the group a spreadsheet. It shows a continued increase in followers and engagements on all platforms. We had more posts this month. Followers have increased on Twitter too, and there was more engagement on Instagram as well. EAC has been sending photos of their gardens, "Look What's Blooming Now", which Ms. Susten has been posting regularly. There has also been an increase in subscribers to our email mailings, though not as many as she would like. A little under 200 email addresses now. Subscribers can decide what kind of information they want. Ms. Mason asked Ms. Santacecilia to talk about this at BOS meeting so people know they can get emails. Ms. Susten says they had planned to have tables set up at events throughout the year where people could sign up for Robly emails on the spot. We haven't been able to do it this summer, but maybe in the future.

• **New Building/System Operations report (EE)** -

Intermittent audio on Comcast - awaiting Comcast action. Not committed to date to fix.

Digital recorder problem for BOS meetings. Mr. Ebenbach says we will be following a different procedure going forward to avoid the problems. He thinks we're better positioned to get through BOS meetings now

Audio Control panel for Public Address Control - estimate of \$1,100 cost - Mr. Ebenbach says he would like to have the same type of control panel we use on the Production side to our public address system This will allow us to see all the digital controls at once. He'll put some information together so we can talk about it at next meeting.

Verizon Franchise Negotiations Update - Ms. Mason has nothing new to report.

Meeting was adjourned at 7:47pm

Respectfully submitted by
Jean Laustsen