

**Telecommunications Advisory Board (TAB)**  
**Met in-person at Doylestown Township Building Caucus Room**  
**Meeting Notes: July 12, 2021**

**Members Present:** Ed Ebenbach, Jenya Shuportyaka, Art Zapolski, Kris Ballerina and David Laustsen

**Member at Large Present:** Jean Laustsen

**Board of Supervisors:** Nancy Santacecilia

**Quorum:** Yes

**Township Manager:** Stephanie Mason

**Special Projects Coordinator:** Aaron Walizer

**Proceedings:**

° **Meeting called to order** by Mr. Ebenbach at 6:32pm.

• **Approval of Minutes from TAB Meeting on 6/14/21** - Mr. Zapolski moved to accept and Mr. Laustsen seconded motion, and they passed unanimously.

• **Trails/Park Video project** - Discussion was opened by Mr. Ebenbach. The Bike and Hike Committee submitted a list of seven trail segments they wished to have videoed in partnership with TAB. The Bike and Hike Committee assigned a different member to work on each trail segment. The idea is to pair a TAB member with their opposite number for each of the segments.

The concept proposed by Bike and Hike starts with the interactive trail map they are working on. Short information panels and videos are envisioned for different points along each trail. These individual trail segments could also be stitched together as a longer video. Camera work, script writing, and video editing were among the items discussed by TAB. Other technical aspects were mentioned such as taking still pictures and the use of voice-overs or featuring on-screen talent.

How to approach the project was discussed in depth. It was agreed that the contributions by each TAB member for a particular trail segment should be shaped by the expertise of the assigned Bike and Hike Committee member because of their obvious knowledge regarding the trail. In other words, TAB would provide expertise in packaging and presenting the information deemed important by the Bike and Hike subject matter expert. The length of individual segments would be decided after discussions with each Bike and Hike member.

Ms. Mason noted that of particular importance was to have consistency across all seven segments. Consequently, a portion of the meeting was devoted to developing a list of standard topics that should be incorporated as a starting point for each video and presented to the Bike and Hike members assigned to each trail segment prior to meeting them for the first time to discuss their project. Mr. Zapolski agreed to compile the list made by the committee and to email them to Mr. Ebenbach for his review. Mr. Ebenbach would in turn review the list and send it to the chairman of the Bike and Hike Committee for distribution to their members in the next few days in time for their next meeting.

The committee agreed that each TAB member should meet with their opposite number as soon as possible to start the project. Each TAB member picked a trail segment to work on (two picked two) and agreed to contact their opposite number once the standard questions are distributed to the Bike and Hike Committee.

Ms. Santacecilia asked when the interactive map was going to be ready. Ms. Mason advised that the map designer was awaiting photos to incorporate into the map. Finally, there was general agreement that this project should take priority and be recorded between August and September.

- **Other Programming Projects – Mr. Ebenbach**

- National Police Night Out 2021. The event will be held on August 3 between 4 and 8 pm next to the Township building. Ms. Mason stated that she has not received any further information about it from the police department, but she would check. The TAB members were asked to bring their cameras to video the event, and Mr. Zapolski and Mr. Ebenbach agreed to participate, while the other members agreed to check their calendars and let Mr. Ebenbach know.
- School District programs. Ms. Santacecilia advised that there was nothing new to report.

- **Social Media Update – Mr. Walizer**

Mr. Walizer used his agenda time to give a report on innovations planned for the TV channels by him as the Special Projects Coordinator and his staff. Programing has been static for months, if not longer. Mr. Walizer outlined two ideas: 1. Content would be grouped together by the type of programing. This will be developed as time goes by. 2. Evening programing between 5 and 10 pm will be revised. In addition to content developed by the Township, public domain and educational programs will be added to the lineup. The current schedule will be cleaned up to accommodate this. Old, outdated, and poor-quality programing will be phased out. As is the practice now between midnight and 6 am, 45 slide that are in the system will run on the channel, as well as in short intervals during the day. The slides will be updated from time to time as the situation demands. Mr. Walizer is aiming at implementation by mid- August after copyright and other legal issues are resolved.

Mr. Ebenbach estimated that over 9 hours a day of programming would be needed to make the changes work. At this point he expressed his concern that there was not enough content to make the proposal viable, however he was willing to give it a try. Mr. Walizer expressed the opinion that the municipality had enough staff to make it work and he thinks the plan will succeed because there are enough outside sources of content to fill the programming lineup. Ms. Ballerini observed that other municipalities are moving in the same direction. Mr. Ebenbach suggested that Mr. Walizer bring some of the new programming content to the next TAB meeting to give the TAB members a more concrete view of what is being proposed.

- **New Building/System Operations Report — Mr. Ebenbach** reported that the acoustic panels are on order for the main meeting room and are expected to be delivered just before Labor Day. After the panels are installed by municipal building maintenance staff, we will need to re-engage AVT to recalibrate/reset the room's audio system to fit the new acoustical environment. Also, Mr. Ebenbach is looking into the possibility of the Township livestreaming the Board of Supervisor's meeting directly, instead of paying to use an outside supplier. AVT is working on a budget for this. Mr. Ebenbach also noted that he needs one more staff member to be trained on the studio equipment.

- **Verizon Franchise Negotiations Update – Ms. Mason** stated that she has been in contact with Mr. Bill Wert of Northampton Township, who is heading up the consortium negotiations for the involved townships. Verizon is insisting on a 5-year agreement, where it has been 10 years or longer for Doylestown and the other municipalities in the past. This affects the amount of the Capital grants attached to the agreement, but most likely, there will be a meeting of the minds somewhere in the middle. Further progress will be reported as negotiations progress. Furthermore, Mr. Ebenbach noted that franchise fees, which had been in slow decline over the past few years, have stabilized.

- **7:59pm - Meeting was adjourned.**

Respectively submitted by:  
Arthur P. Zapolski