

Telecommunications Advisory Board (TAB)
Met in-person at Doylestown Township Building Caucus Room
Meeting Notes: August 9, 2021

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

Members Absent: Kris Ballerini

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 6:40pm.

- **Approval of Minutes from TAB Meeting on 7/12/21** – Ms. Shuportyaka moved to accept meeting minutes and Mr. Ebenbach seconded motion. Motion passed unanimously.

• **Trails/Park Video project:**

Discussion was opened by Mr. Ebenbach. Reports have been put together following a standard set of questions for each emphasized trail segment, but we have yet to put together a report for the Greenway trail. All members had a chance to reach out to their Bike and Hike Committee liaisons and have a good understanding of the trail routes. Some members have initial material put together in the form of a rough script, sample footage, or both. The project is progressing.

Discussion ensued regarding creating 2 video variations: a 15sec. blurb (for the Bike and Hike interactive map) and a longer format video that would contain more detail, perhaps focused on the history of the segments. Mr. Ebenbach suggested putting together a consistent script so there aren't too many different voices. Since the map can only highlight videos of a few seconds, it was decided that we should focus on a longer format video. Trail footage with narration might be a good approach. The map content should be a still (or several) that highlights the points of interest. The short form points to the long form video (and vice versa), however it seems that we are missing the connection point between the main video and the map piece. To remedy this, Mr. Ebenbach suggested that we have another meeting with our B&H counterparts to get a little more detail regarding the trails. Ms. Mason suggested maybe having a TAB representative at the next B&H meeting on Tuesday, August 17th to discuss how to proceed with the long-form video. Mr. Ebenbach will attempt to sit in on this meeting.

Mr. Zapolski proposed the concept of filming our biker/hiker liaisons as they pass through some of the points of interest while we pan the scenery and voiceover or narrate some of the history. Mr. Lausten suggested adding natural ambience sound to keep things consistent. Ms. Santacecilia asked that we confirm the specifications of the photos/videos so that we can keep those parameters consistent as well.

- **Other Programming Projects**

- National Police Night Out 2021 – The event was held on August 3 between 4 and 8 pm next to the Township building and was considered a success. We are still collecting footage and will decide how to proceed once everything is reviewed. The goal is to create a trailer for next year’s event and to also create a 10min (or longer) video. It might be possible to get Sgt. Jessica Whiteside to do a voiceover or an interview for the longer form video.
- School District programs – Ms. Santacecilia stated that in regard to programming, we will likely have to wait until October before we can pursue this topic.
- Ms. Mason brought up reviving the Walk with a Doc series previously structured as a Q&A or a demonstration. We have plenty of old pieces, but it might be worth revisiting this segment on a continued monthly basis. Doylestown Health has already enquired about coming to the Township building to create Doctor interview programs for their use and to show on our distribution channels.

- **Update on New DTV Schedule/Programming Plan**

Mr. Walizer presented updates to his plan to refresh the TV channel. He’s been sourcing documentaries, animated shorts, and nature videos that we would have rights to show on the channel. Currently, he’s focused on finding things in the public domain. He presented several samples and asked for suggestions on content he could investigate. He emphasized that the focus is still on original content developed within the township departments, but he plans to start slowly replacing current programming.

Ms. Santacecilia suggested that we publish this announcement in the newsletter to bolster interest and viewership, since the new content should appeal to more people. Mr. Zapolski emphasized that we would need to publish an updated schedule so people can be notified of the changes. Mr. Walizer is ready to begin revising the evening programming between 5 and 10 pm. Ms. Mason, noted that we still can’t tell how many people are watching.

- **New Building/System Operations Report**

Mr. Ebenbach reported that the acoustic remediation panels have been ordered and we are awaiting delivery, estimated to be shortly after Labor Day. AVT is working on proposals to a) replace the web streaming service with hardware so that we can stream it ourselves and b) some new camera equipment.

- **Verizon Franchise Negotiations Update**

Ms. Mason stated that Verizon is insisting on a 5-year agreement, whereas it was 10 years or more in the past, which will reduce the amount of the Capital grants attached to the agreement. We are waiting to see if negotiations result in some middle ground.

- At 8:16 pm, Mr. Zapolski motioned to adjourn, and Mr. Ebenbach seconded.

Respectively submitted by:
Jenya Shuportyaka