

Telecommunications Advisory Board (TAB)
Met in-person at Doylestown Township Building Caucus Room
Meeting Notes: March 14, 2022

Board Members Present: Ed Ebenbach, Kris Ballerini, David Laustsen, Jenya Shuportyaka
Art Zapolski

At-Large Member: Jean Laustsen

Board of Supervisors Liaison: Barbara Lyons

Township Manager: Stephanie Mason

Meeting called to order by Mr. Ebenbach at 6:30pm

Approval of Minutes from TAB Meeting on 2/14/2022 - Motion made and seconded to accept meeting minutes. Motion passed unanimously.

* **Position of Assistant Township Manager** - Mr. Ebenbach is filling in on TAB-related duties for now. Ms. Mason is working to find a replacement.

* **2022 Programming Projects – planning/next Steps**

- **Trail Videos-** Mr. Ebenbach reported that new trail videos are on hiatus now. Three videos are now on our YouTube channel. (CB West to Tile Works, Doylestown Loop Trail, Shady Retreat Trail.)

Ms. Laustsen will add graphic open & credits to Mr. Zapolski's videos and make a couple of changes to the return trip Tile Works to CB West Trail video.

Mr. Zapolski wants to reshoot his Neshaminy Greenway trail video. So many tweaks were needed, including some incorrect statements made by the host as well as some audio issues. He requested a list of changes needed. Mr. Ebenbach will get that to him.

Ms. Ballerini reported that Louise Silberg approached her about their Greenway section trail. She hadn't understood the trail map. Her idea about visiting the animals at Del Val along the way won't work; Ms. Mason said we can't do that. There was a question about where to end the trail, and Ms. Mason agreed that it should end at Mr. Ebenbach's Loop Trail. Mr. Ebenbach had sent Ms. Silberg links to show what the others have done.

There was a discussion about changes were needed on Ms. Ballerini's Fanny Chapman/Pump Track video. It needs to show that the trail takes you all the way from Poole's Corner to Fanny Chapman. No need to exit and reenter.

Mr. Ebenbach reported that he needs to find someone to create maps for the last few trails.

- **Boards and Commissions Reports-** There are 11 Boards & Commissions. Last year reports were given by video for the first time, and a few were shown at each meeting. So far this year four reports have been shot. Three more to be shot this week. Ms. Laustsen will edit them.
- **Doylestown Fire Company Recruiting video-** Mr. Ebenbach reminded us that at our last meeting he played a collection of recruitment videos done elsewhere. Progress made so far on our recruitment video: Mr. Ebenbach played the opening edited by Ms. Laustsen. Ms. Lyons thought it was a little too quick.

Following the opening will be 7 seconds from the narrator, Nick Tartaglia. He'll read the announcement and be on camera for some of it. Section 3 – is about the volunteers, who they are. Sections 4 & 5 - Meet the volunteers - start with a still showing him/her at day job, then cut to video of putting on firefighting gear,

turning to camera and saying why he/she volunteers. Mr. Ebenbach then played video already taken of six volunteers

Discussion about volunteer video: All agreed that most volunteers were very stiff. No sense of spontaneity. Mr. Ebenbach asked: Does the group think that it is good enough? Do we show it to Steve Downs? Suggestion from Mr. Zapolski: Tell them we have concerns. We got the people, but not the emotion. Then bring Mr. Downs in and show it to him.

Decision was made to set up a meeting with Mr. Downs. Also, we should try to meet with the narrator. Ms. Ballerini offered suggestions about how to make the volunteers comfortable, so their comments are more believable.

Mr. Ebenbach said that we need to revise the script before we shoot more.

After we shoot the narrator, we need stills from volunteers at their day jobs.

Ms. Mason suggested that the next time we shoot we have Ms. Shuportyaka and Ms. Ballerini there for coaching.

Discussion about options to video approach going forward:

Ms Mason suggested shooting each volunteer getting off truck - getting on truck - performing various tasks, etc., then taking their hat off and say "I volunteer because..."

Ms. Ballerini's suggestion: Don't worry about the business...just sit with them face to face, conversational...no others in the room...why do you volunteer?

Mr. Zapolski's suggestion: Volunteer says "I'm a scientist...and a volunteer fire fighter. This is what I do..."

All agreed that part of our challenge is time restriction shooting on the night of their meeting. Mr. Ballerini suggests scheduling time slots...maybe on another night when we have more time.

- **Doylestown Health video series-** Started shooting these videos last fall. Five sessions are now up on YouTube. 88 views. We shoot 1 per month and they each run for 15-25mins. Recording one more this Friday.
- **National Police Night Out Ad-** Nothing new to report
- **Dog Park Orientation video-** Nothing new to report
- **System/Operations Report -** Mr. Ebenbach reports - With Mr. Walizer gone we have just one person on staff to operate the system. We need to train more. On another matter, we purchased the new wireless access point but have not installed it yet.
- **Verizon Franchise negotiations update -** Ms. Mason reported that she sent an email to Dan Cohen asking where's the money? We need a signed agreement.

Meeting adjourned at 7:13pm

Respectfully submitted by Jean Laustsen

Next meeting at 6:30pm on Monday, April 11, 2022