



## **WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD MINUTES FOR JUNE 15, 2015**

The regular meeting of the Warrington Township Communications Advisory Board was held on June 15, 2015, 7:30 p.m., at the Township Building located at 852 Easton Road, Warrington, PA 18976. The members present were in attendance: Steven Filipe, Chairman; Tom Whelans; Mike Starner; Jim Calore. Staff present was Christian R. Jones, W&S Services Coordinator. Ashley Woodill attended the meeting as a prospective CAB member.

### **CALL TO ORDER**

### **PLEDGE OF ALLEGIANCE**

### **APPROVAL OF MINUTES**

1. March 17, 2015
  - a. The Minutes for the meeting on March 17, 2015 were presented for a vote of approval.
    - i. Mr. Filipe made a motion to approve the Minutes and Mr. Whelans seconded the motion. The Board unanimously approved the Minutes.

### **OLD BUSINESS**

2. Action Line system update
  - a. Mr. Jones explained the general concept driving Action Line Phase 2. The update would eliminate redundancy and free up hours of time for Township staff.
  - b. Township staff met with the developer, Jerry Green, on June 11, 2015 to discuss preferences and modifications to the initial phase 2 presentation.
    - i. One change noted was the removal of categorical complaint submittals. There will be more flexibility and less cost associated with this change.
  - c. Mr. Jones indicated that everyone is collaborating on renaming the system as Action Line is trademarked by EGOV.
  - d. Citizens will be able to upload PDFs and pictures as well as view submitted requests with this new update.
  - e. Mr. Jones will connect Mr. Filipe with Mr. Green so that they might discuss the Sharepoint development.
3. Website Update
  - a. The Township held an internal design/concept meeting to discuss colors, pictures, features, etc. We are basing our new website off of Horsham Township's website. Horsham won PSATS contest for best website.
  - b. We will have a mock-up available shortly after the Township submits preferences to EGOV. Tim is hoping to have a mockup before he leaves.
4. Comcast and Verizon Franchise revenue audit
  - a. Mr. Starner provided a background summary of the Comcast and Verizon Franchise revenue audit. Mr. Starner indicated he contacted Barry Luber to follow up on the audit.

He wants to know if our revenue is going up or down per a unit. He is less interested in the basics of the revenue audit and more on trends.

- b. Mr. Starner requested to have the CAB hold a conference call with the Cohen Law Group concerning the audit.
5. ROW ordinance and implementation schedule
    - a. Mr. Starner provided a background summary of ROW utility payments and a case study in Kutztown Borough. The ROW ordinance passed by Warrington Township is supposed to manage utilities in the Township ROW.
    - b. Mr. Jones referred to an email correspondence chain as an update from Roy Rieder, Director of Planning, concerning the ROW ordinance implementation.
    - c. Mr. Starner indicated that the ROW ordinance passed last year was intended to provide a mechanism to collect fees from utilities in the Township ROW.
    - d. Mr. Starner suggested the Township have someone audit all the Township ROWs and notify the companies in the ROW that they must submit to the Township all facilities in the Township ROW.
  6. Newsletter update
    - a. The CAB did not wish to present any articles for the upcoming LINK Newsletter.
  7. Social Media Statistics
    - a. Mr. Jones presented a report on social media statistics.
    - b. Mr. Starner asked whether or not the Supervisors were aware of social media statistical data. Mr. Jones indicated that the Board is not aware.

## **NEW BUSINESS**

8. Granicus visitor statistics
  - a. Mr. Jones presented a report from the Granicus visitor statistics.
  - b. Mr. Calore asked whether or not there was a correlation between Township emails, web posts, social media posts and Granicus video views.
9. CAB Applicant
  - a. The CAB believed that Mrs. Woodill would be a great addition to the CAB. Her enthusiasm to serve the community will also be a great asset to the Township.
  - b. As such Mr. Starner made a motion to recommend Mrs. Woodill to the BOS to officially join the CAB. Mr. Whelans seconded that motion and the motion was unanimously passed.

## **BOARD COMMENTS**

## **ADJOURNMENT**

Mr. Filipe made a motion to adjourn; the motion was seconded by Jim Calore and passed unanimously.