



WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD MINUTES FOR MARCH 27, 2017

The regular meeting of the Warrington Township Communications Advisory Board (CAB) was held on March 27, 2017, at 7:50 p.m., at the Warrington Township Building located at 852 Easton Road, Warrington, PA 18976. The members in attendance were: Steven Filipe, Chairman; Mike Starner; Curt Wise; Jim Calore; Tom Whelans; and Millie Seliga, Board of Supervisors Liaison. Staff present was Christian R. Jones, Director of Water and Sewer/Assistant to the Manager; Ivy Ross, Secretary; and Barry Lubert, Township Manager.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ELECTION OF BOARD OFFICERS:

1. **Chairman-** Mr. Starner nominated Mr. Filipe as Chairman of the CAB. Mr. Calore seconded the motion. All were in favor.
2. **Vice-Chairman-** Mr. Starner nominated Mr. Calore as Vice-Chairman of the CAB. Mr. Filipe seconded the motion. All were in favor.
3. **Secretary-** Mr. Lubert explained that he would like the CAB to nominate a Secretary so that a staff person would not have to attend the meetings and prepare the minutes. He explained that most of the other volunteer committees nominate a volunteer to this position. There were no members who volunteered for this position, However, Mr. Filipe agreed to prepare the minutes for the meetings. Therefore, no Secretary was appointed to this position, at this time.

APPROVAL OF MINUTES:

1. **November 28, 2016**
 - i. The minutes of the meeting on November 28, 2016 were presented for a vote of approval. On motion by Mr. Starner, and seconded by Mr. Filipe, the minutes of the November 28, 2016 meeting were approved. All were in favor.
2. **January 23, 2017**
 - i. The minutes of the meeting on January 23, 2017 were presented for a vote of approval. On motion by Mr. Starner, and seconded by Mr. Whelans, the minutes of the January 23, 2017 meeting were approved. All were in favor.

OLD BUSINESS:

3. Social Media Statistics

- i. Mr. Jones included the data set and the charts for the CAB to review. The total increase in Lifetime Post Reach occurred between posts 31 and 34. This related to the distribution of the Link, the Planning Commission meeting, and the water main break.
- ii. The largest jump in page views occurred on January 14, 2017, which was the date of the Geerlings meeting.
- iii. The group asked what the exact definition of Impressions and Characters are. Mr. Jones will look into these definitions and report back to the CAB at the next meeting.

4. Granicus Visitor Statistics

- i. Mr. Jones explained that there was a spike in page views around February 14, 2017. It appears that when there is a hot topic, there is a spike in views. However, the views are normally low on an average day.

5. Content for the TV Station

- i. Mr. Filipe will work on developing guidelines for videos to post on the Township TV and website.
- ii. Ms. Ross talked about the WEAC Earth Day event, which will be held at Valley Square on April 22, 2017 from 12PM to 3PM. She asked if one of the CAB members would come and video the event. Mr. Whelans offered to come and do a short video for the TV station.
- iii. Mr. Jones explained that we are able to record the BOS meetings, but the image is still split screen. You can hear voices on the video, but it is difficult to see images. Currently, the meetings are available via live stream on the website.
- iv. Mr. Filipe stated that when we get the issues with the camera resolved, then we will be able stream whatever meetings are recorded.

6. Bucks County Consortium: Cohen Law Group Franchise Fee Negotiations

- i. Mr. Luber volunteered to be on the board of the Bucks County Consortium and attend the meetings. There are approximately 30 municipalities in the consortium. The Cohen Law Group will negotiate a lump sum fee and each municipality will be able to negotiate directly with Verizon if they want any special provisions. In April, all 34 Township Managers will meet, and work together to decide on the next step. Mr. Luber explained that there are additional fees that were not part of the original agreement put into place years ago. These include added fees for sports and entertainment channels, as well as set up and late fees. With the new contract, the Township will now get part of these charged fees.

7. Board Room and Equipment Upgrades

- i. Mr. Filipe spoke to a representative from Granicus regarding the equipment upgrades and related problems with the existing camera. He spoke with 3 different people and explained that the Township has been using them for the past 4 years. He also relayed that the Township has not been satisfied with their customer service. Mr. Filipe explained to the representative that the Township was told that we need a new encoder because the current encoder cannot handle an HD signal. Mr. Filipe said that a representative originally told the Township that the current camera should be able to be downgraded to SD and thereby be able use the video we have been sending to them. Granicus is going to be opening up a case so that a representative can have remote communications with, and access to the Township server, via an Oasis card. Granicus should then be able to determine if the server can handle HD or SD video. Mr. Jones said Mr. Vargas or Ms. Wilson will set up a meeting with

Granicus and work remotely with them. They will need to do a screen share with another piece of software. Granicus will look to see if the existing HD camera can be recoded to SD. Mr. Filipe explained to the representative that the Township will not be spending an additional \$4,500 on a new piece of equipment. There may be a way to get this function to work remotely and fix it with an inexpensive mixer. With this go- to- meeting and screen share, we will be able to determine if the mixer and encoder will work and we can go back to where we use to be.

- ii. Mr. Jones explained that our contract is up August 4, 2017 with Granicus. After we try to fix the current problem, we can assess the customer service we receive. The CAB can then determine if the Township will renew their contract or change companies. We have to give Granicus 30 days' notice to discontinue service.

8. Video Streaming and Hosting Company

- i. Mr. Jones, Ms. Woodill and Mr. Filipe had a conference call with Swagit Productions . Mr. Jones did a comparison of Granicus to Swagit, and estimated that the Township would save \$451.00 a year and get HD qualities using the existing camera with Swagit. With Granicus, we would need to put in a studio and have someone working the cameras. With Swagit, we would not have to put in a new studio and the cameras would work from a remote location. Swagit would also be able to offer a split screen option, which would project the speaker as well as the smart board at the same time. Swagit is also google friendly for smart phone users.
- ii. Mr. Starner recommended that we try to bargain with Granicus for a lower price and to add other options, given the troubles we have encountered, as well as the upgrades that Swagit is offering.
- iii. Ms. Seliga would like to see a spread sheet with annual costs, and pros and cons of the different companies to help determine our best option. Mr. Jones explained that he has already prepared a cost benefit analysis and has previously sent it out via email. He will take his existing spread sheet and add a pros and cons column and redistribute it.

NEW BUSINESS (ACTION/DISCUSSION ITEMS):

9. Warrington Township Facebook Live video with Township Manager

Mr. Jones discussed having monthly live video broadcasts on the Township Facebook page, with the Township Manager, Mr. Luber. In these broadcasts, Mr. Luber could discuss topics that are currently going on in the Township. Mr. Luber agreed that this would be a good idea.

10. Annual Report Presentation

Mr. Luber asked if the CAB wanted to hold their May meeting the same evening as the BOS meeting. After the CAB meeting, the committee could then present their Annual Report to the BOS. Ms. Seliga suggested the presentation be made at the May 23, 2017 meeting.

BOARD COMMENTS:

Ms. Seliga asked about the progress regarding GeoDecisions. Mr. Jones explained that Mr. Johnathan Greiner, of GeoDecisions said that the portal will be completed for an April roll-out. Mr. Jones also explained that there were sign up forms in the Link, for residents to complete and send back to the Township to sign up for the portal. Public Water and/ or Public Sewer customers can sign up via the Water and Sewer public module with their account information. Mr. Jones will also add the sign up form to the Township website so that residents who do not have these accounts will be added to the list. Ms. Seliga asked for an approximate time frame of when this will be available. Mr. Jones projects it will be soon after the roll out in April. Ms. Seliga would like to mention how to sign up for this service at the next BOS meeting during the Supervisor comment section.

ADJOURNEMNT

Mr. Whelans made a motion to adjourn the meeting at 9:43 PM; the motion was seconded by Mr. Wise.
All were in favor.