



WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD MINUTES FOR JANUARY 29, 2018

The regular meeting of the Warrington Township Communications Advisory Board was held on January 29, 2018, 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; James Calore, Vice-Chairman; Michael G. Starner; Curt Wise and Tom Whelans. Supervisor Shirley Yannich was present in addition to Christian R. Jones, Director of Water and Sewer/Assistant to the Manager.

1) PLEDGE OF ALLEGIANCE

Mr. Filipe called the meeting to order with a pledge to the flag.

2) APPROVAL OF MINUTES:

- a) Mr. Starner made a motion to approve the minutes of August 9, 2017 for posting and Mr. Whelans seconded the motion. All in favor 5-0.

3) ELECTION OF OFFICERS:

- a) Mr. Calore nominated Mr. Filipe to be Chairman and Mr. Wise seconded the motion. All in favor 5-0.
- b) Mr. Filipe nominated Mr. Calore to be Vice-Chairman and Mr. Starner seconded the motion. All in favor 5-0.

4) OLD BUSINESS:

Social Media Statistics

- a) Mr. Jones included the data set and the charts for the CAB to review. A large spike in visitors was due to treatment of township roads by the public works department. Residents were considered about the lack of salt applied to roads, but public works explained how and why roads are treated differently due to weather conditions. Additional spikes in visitors were due to the Warrington Cares Triathlon and water pipe damages.

Swagit Visitor Statistics

- a) Mr. Jones presented the Swagit data for the time period August 1, 2017 to January 28, 2018. A greater percentage of users utilize the live web functionality than saved meetings. The November 28 Board of Supervisors meeting produced the highest number of viewers. The average meeting time appears to be 4 minutes per view which appears short.
ACTION: Mr. Jones to obtain further details and description on Swagit report columns.
- b) Overall feedback on Swagit is positive and the Swagit functionality enables township personnel to be more efficient during and after meetings. Given the capabilities of Swagit, additional functionality may be added in 2018, including additional cameras and production capabilities.
ACTION: CAB to determine if we want to include a notification or survey in next LINK.

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- c) Mr. Calore discussed the benefits of utilizing a survey service (e.g., Survey Monkey) and also the possibility of adding survey functionality to the township's new website.
ACTION: Mr. Jones to determine if survey functionality can be added to the township's new website (WordPress add-on).

Content for TV Station

- a) Mr. Filipe is to draft a procedure for township personnel to post content to the township TV station.
ACTION: Mr. Filipe to distribute draft procedure
- b) Mr. Calore to determine if Doylestown Library offers free content to post to the TV station.
ACTION: Mr. Calore to contact Doylestown Library
UPDATE: *Mr. Calore contacted the Doylestown Library. While the items in Bucks County Free Library's collection generally are copyrighted, they do not have items that are in the public domain and available for broadcast.*
- c) Mr. Jones to determine if Delaware Valley (College??) offers free content to post to the TV station.
ACTION: Mr. Jones to contact Delaware Valley
- d) Ms. Yannich to recommend to the Board of Supervisors that the Board of Supervisors Meeting be published to the Township's TV station.
ACTION: Ms. Yannich to propose to Board of Supervisors.
UPDATE: *The Board of Supervisors approved this in the February 13, 2018 Meeting.*

Bucks County Consortium: Cohen Law Group Cable Franchise Fee Negotiations

- a) The next meeting is February 1st and Mr. Jones will provide an update from this meeting.
ACTION: Mr. Jones to provide an update from the February 1st meeting.
UPDATE: *Mr. Jones provided an update to the CAB on February 13th. He stated "The Consortium indicated that they are aware of that future possibility, but that this is not something they can address at this time. They suggested that interested citizens reach out to their Federal and/or State Representatives to look into this matter if they so wish."*

Video Streaming and Hosting Company

- a) Mr. Jones reiterated that Swagit is working well and the new functionality is well-received by Township employees.

GeoDecisions

- a) Mr. Jones stated the GeoDecisions' functionality is working well and there are multiple methods for township residents to access the new notification functionality.

5) NEW BUSINESS

Open Space Plan

- a) CAB members to review plan and provide comments.

6) ADJOURNMENT

Mr. Filipe made the first motion to adjourn the meeting, seconded by Mr. Whelans.