

**Warrington Township Communications Advisory Board
Minutes for January 26, 2009 Meeting**

The Regular meeting of the Warrington Township Communications Advisory Board was held at 7:30 p.m. on January 26, 2009 at the Township Building located at 852 Easton Road Warrington, PA 18976. The members present were as follows:

Michael Starner	Chairman
Joseph Gaskill	Member
Gay Currie	Member
Glenn P. McKay	Supervisor Liaison
Katie M. Braun	Asst. to Mgr. for Special Proj.
Jacklyn Miller	Media Technician

1. **Call to Order:** The meeting was called to order at 7:30 p.m.
2. **Pledge of Allegiance**
3. **Reorganization of the Communications Advisory Board:** Mr. Gaskill made a motion to elect Mr. Starner as Chairman. Ms. Currie seconded the motion. The motion passed. Mr. Starner made a motion to appoint Mr. Gaskill as Vice Chairman. Ms. Currie seconded this motion. The motion passed.
4. **Approval of Minutes:** Mr. Starner made a motion to approve the minutes for November 24, 2008. Mr. Gaskill seconded the motion. The motion passed.
5. **New Business:**

5.1 Presentation and review of new website for recommendation to the Board of Supervisors: Ms. Miller gave an overview of the website and went through some pages for the Board to review. The Board members asked various question during the presentation. Ms. Currie pointed out the there is a link on the website to view the TV Channel slides. Mr. McKay asked when the power point presentation is shown on the website, will you have enough time to view the screen? Ms. Currie stated that the slide will stay up for about 10 seconds and then move onto the next slide. He asked if you had 36 slides in the presentation would the website give you a matrix of all the slides so that you do not have to wait to see the slide you want? Ms. Currie stated that it is not set up that way. Mr. Starner suggested that we contact E-Gov link to see if a spot can be made for Mr. McKay's suggestion of a matrix. Mr. Starner asked who besides Ms. Miller has the capabilities to update the website. Ms. Miller responded Ms. Braun and Ms. Currie.

They made the following recommendations to enhance the website:

- a) Thumbnail the TV Channel slides so that if a resident just wants to see a particular slide they can just click on that slide.

- b) Post mission or definition statements of all advisory board/commissions.
- c) Link the calendars to the agendas of each board/commissions.
- d) Do not underline titles on the website because it looks like a link that residents can click on.
- e) Recommended making up departmental email addresses instead of using the employee's email addresses.
- f) Recommended asking Verizon and Comcast to sponsor the TV Channel link.
- g) Recommended making all the picture resolution clearer on the website.
- h) Recommended putting a google map link on the website so that residents can see exactly where we are.
- i) Recommended site index.

After Ms. Miller was finished with her presentation, Mr. Starner made a motion to recommend the launching of the new website to the Board of Supervisors. This motion was seconded by Mr. Gaskill. The motion passed by a vote of 3-0.

5.2 Presentation and review of new TV Channel layout and design for

recommendation to the Board of Supervisors: Ms. Currie gave the presentation about the new TV Channel layout and stated that she put together some slides so that the Board could see what the design looked liked and the different templates that are available. Mr. McKay expressed that he was concerned that the residents would not know that this is Warrington Township's TV Channel. It was suggested to have a crawl put on so that residents know it is Warrington. It was also pointed out that most of our slides mention the township in some way for more information so residents should know it is Warrington's station. Ms. Currie stated that we get traffic camera links from PADOT and that we also have a public service announcement package with information that is received from the ad council. She also stated that a high school student is putting together a 30 second video clip of Warrington to use for the station ID.

Mr. McKay asked if the slides were going to be organized at all on the TV Channel. Ms. Braun stated that we picked 5 categories and the information would have to fall within one of those categories. Ms. Braun explained that right now the slides are set to view for 15 seconds but that we have the ability to make it longer if we want. Mr. Starner explained that the township has complete control over the cable equipment and that we would only need Telvue's help if we ran into some issues.

After Ms. Currie finished her presentation, Mr. Starner made a motion to approve the design for the TV Channel and recommended approval for launching it. This motion was seconded by Mr. Gaskill. The motion passed by a vote of 3-0.

5.3 Discussion about website inquiry from resident concerning digital cable: Ms. Braun explained that she received an email from a resident concerning digital cable. The resident wanted to know if digital TV is available for everyone after February, why is his cable fee not going down. The Board stated that there is no relationship between the Comcast fee and digital television. The change is coming from the Federal Government not Comcast.

6. OLD BUSINESS

6.1 Discussion on audio volume discrepancies for both Comcast and Verizon:

Ms. Braun explained that she contact the township's representatives for Comcast and Verizon. She stated that Comcast needed further information as to what stations have louder volumes. Mr. Gaskill stated that it was USA, TNT, ABC, NBC, CBS, ESPN, and Food Network. Ms. Currie stated that this is done on purpose to promote advertising on the TV. Ms. Braun reported that Verizon simply passes through the program materials and does not have any control over the volume of the program. Mr. Starner stated that over the weekend he went to the Comcast site and that it was closed on Saturday and stated that he was concerned about their hours and wanted to follow up to see if we could get a schedule of where the locations are and when they are open for both Comcast and Verizon. Mr. Starner stated do we communicate with any other municipalities on these types of issues? Ms. Braun stated that she can bring the issue up to the Bucks County Consortium for discussion.

6.2. Discussion on advertising found on PBS.org: Ms. Braun reported that she did look on the PBS website and found some information concerning their advertising requirements which she passed around to the Board.

7. Adjournment: Mr. Gaskill made a motion to adjourn the meeting at 9:20 p.m. It was seconded by Mr. Starner. Motion was passed by a vote of 3-0.

Respectfully Submitted,

Katie Braun
Recording Secretary