



Warrington Township Communications Advisory Board

Meeting Minutes
Monday, July 18, 2011

The regular meeting of the Warrington Township Communications Advisory Board was held and called to order at 7:35 pm on July 18, 2011 at the Township Building located at 852 Easton Road, Warrington, Pa 18976. The members present were as follows:

Steve Filipe	Chairman
James Calore	Vice Chairman
Michael Starner	Member
Jacklyn A. Wilson	Communications Technician

Approval of Minutes: The minutes of March 28, 2011 and May 23, 2011 were each approved for posting by Mike Starner and seconded by James Calore.

New Business – Discuss proposal to record and post Township Meetings: To continue to seek more information on what is needed for the Township's audio and video project of the township meeting room; Mr. Filipe spoke with an audio/video company, at random, Makeamotion.com. The consensus of Mr. Filipe's conversation was to grasp an understanding of what is involved in equipping a room with these materials and potential cost. In search of the equipment and software needed to outfit the meeting room, it was discussed and agreed that someone would need to come out and perform an analysis of the room. In addition, Makeamotion.com failed to impress Mr. Filipe in his search as he gathered a few basic estimates. A room analyses from this company would charge \$500, to connect a camera the charge is \$60 and to connect microphones the cost is \$150. This does not include costs to connect into the server, software or hardware.

After, speaking with another company, Prime AV, Mr. Starner was able to obtain a list of questions that the Advisory Board reviewed and answered in order to be prepared to continue their research. The questions will allow the board to explore options that would best support the Township's needs and wants for the audio video project proposal at this time. Overall, while the Communications Advisory Board continues to collect the necessary information needed to compile a proposal, they're at a decent starting place.

New Mobile Application: A new option was added to the Township website in July at no cost. The option added, is a mobile application that does not have to be downloaded to your smartphone. The idea of the application is to have accessibly to the Warrington Township Website when on the go. Users can access the township webpage at www.warringtontownship.org and click on the Mobile Go logo. Your phone will then generate to a new page with a mobile view to get information needed quickly, such as, important news, calendar events, contact information and more.

Quote to Refresh Township Website: Continuing to keep the Township website up to date the Advisory Board discussed options to refresh the website while staying within their budget. The following package was agreed upon by the Communications Advisory Board and will be sent to the Township manager for approval. For a quote of \$695, rotating images will be added in place of a stand along picture currently on the website. The horizontal red menu containing department tabs will be eliminated to clean and organize the page, the icons on the right side of the pages will be moved to another location as this space will be utilized to widen the center content area.

Future Agenda Topics: The next Communications Advisory Board meeting is set for September 26, 2011.

- 1) Photo Contest – incorporate photos of the Township. Contest rules and regulations will be discussed.
- 2) Discuss the revenue source between the cable companies (Verizon and Comcast) and internet.
 - a. Streaming via the internet will reduce the cost of revenues that would normally grow if cable companies offer promotions to customers as well as reduce funds that would come to the Township.
 - b. Is there a consortium group who is looking out for the municipalities with the shift of gross revenue from cable to cover streaming on the internet? Suggestions, converse with other municipalities to discuss the cable trade revenue.
 - c. Review franchise agreement from Verizon.
- 3) Create goals for 2012 and provide to the Board of Supervisors.
- 4) Complete audio video project proposal.

Adjournment: Mr. Filipe made a motion to adjourn the meeting at 8:45 pm as Mr. Starner second the motion.