



Warrington Township Communications Advisory Board

Meeting Minutes
Monday, November 28, 2011

The regular meeting of the Warrington Township Communications Advisory Board was held and called to order at 7:35 pm on November 28, 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
Eric Van Zanten	Member
Joan DalFarra	Member
Curt Wise	Member
Jacklyn A. Wilson	Communications Technician

Approval of Minutes: The minutes of July 18, 2011 was approved by Mr. Filipe, seconded by Mr. Starner. The minutes for September 26, 2011 were approved by Mr. Starner, seconded by Mr. Filipe.

New Business – Goals for 2012:

- 1) Be more aggressive gathering emails from Township residents, businesses, and sports teams to increase the electronic subscription list for Township Newsletter & E-News.
- 2) Advise the Township on how to market events to obtain either an improved outcome on events or better publicize important information.
- 3) Get advertisers to offer something in return for getting their email address. Example, stores get email address in return for coupons.
- 4) Utilize the paper copies of The Link and E-News cards by posting them on a table at particular events such as outside of an area where people vote, meetings or events.
- 5) Integrate with schools to create projects for students to have the opportunity to complete as well as being able to keep the project while student gets course credit.
- 6) Complete the proposal for the Audio Video Project and submit to the Township Manager.

Old Business – Meeting Room: A Smart-board and two flat screen televisions have been mounted and installed in the meeting room at the Warrington Township Building, 852 Easton Road.

Audio/ Video Project Status: – Discussed equipment such as the VR-5 mixer per their research, in conjunction of the quote from Prime AV Solutions. The board conversed about the specifications of the project in what they would need to run the system as a whole.

The board asked Mrs. Wilson to contact Telvue and set up a conference call to further discuss the steps needed to enable the (90)-ninety day trial run that was offered to Warrington approximately two years ago. The board is gathering information and taking steps to complete their proposal for equipping the meeting room and record Board of Supervisors meetings. The intention of the project will be to record meetings and stream them on the Public Access Channel as well as the Township Website.

Peg Grant: The Peg Grant became of question as the board was seeking to verify if the grant money was a onetime fee or if the Township can apply again in the future. Mr. Calore suggested doing an audit on the cable revenue to make sure fund are deducted correctly.

Administration: After discussing, the board feels as though the Township lacks in marketing. It was vocalized that news and events do not get the publicity that they should and communication should be more prominent in broadcasting to the community. An example given is to take advantage of free marketing like Facebook and utilize it more to advertise Township news and events, the board recommends Facebook be dedicated to someone other than the Township Manager to generate messages to the Township Administration Page.

Future Agenda Topics: The next Communications Advisory Board meeting is set for January 23, 2011.

Adjournment: Mr. Starner made a motion to adjourn the meeting at 8:55 pm as Mr. Starner second the motion.