



Warrington Township Communications Advisory Board

Meeting Minutes
Monday, May 21, 2012

The regular meeting of the Warrington Township Communications Advisory Board was held and called to order at 7:36 pm on May 21, 2012 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
Joan DalFarra	Member
Curt Wise	Member
Timothy Tieperman	Township Manager
Shirley Yannich	Township Supervisor
Jacklyn A. Wilson	Communications Technician

Approval of Minutes: The minutes for January 23, 2012 have been approved with changes by Steven Filipe and seconded by Curt Wise. The minutes for April 2, 2012 were approved with changes by Steven Filipe and seconded by James Calore.

New Business – Speaker: Mr. Ed Ebenbach from the Doylestown Township Communications Advisory Board attended as a guest speaker to share his experience of the process they went through for putting together a proposal and outfitting the meeting room for audio/video streaming. The board updated Mr. Ebenbach of Warrington's status of the audio/video project proposal and what future plans could entail with this project.

Following Mr. Ebenbach's introduction and a brief summary of the board's plans, Mr. Ebenbach explained the planning process Doylestown Township went through. Doylestown's Communication Advisory Board researched companies like IQM2 and Granicus to utilize for the agenda tagging and streaming. The board obtained at least three quotes between companies and submitted a proposal to their Supervisors. Mr. Ebenbach informed that the software they currently utilize can to pick up IP addresses and count approximately the number of hits their website gets for each video that is streamed and viewed. This information helps provide what information the public wants to see most and how many people are tuning in.

Mr. Calore questioned if companies locked in storage and Mr. Ebenbach explained that companies want to get into Township's and offer software packets. Currently, Doylestown Township is under a one year trial to see if their system is working for them. In addition, Mr. Ebenbach provided information on what type of equipment they've obtained and how they fitted their meeting room for capturing audio video and how they run the controls in the studio they created. It was discussed that meetings are not permitted to edit as they're streamed live and locked into an online agenda. They have a policy that it is required to keep online for one year and audio and video is not considered official documentation.

Mr. Ebenbach mentioned a tip that it is far more important to get the audio right over the video. With this information the Communications Advisory Board will research existing audio equipment verses a high quality for the proposal. As Doylestown is using their system for a trial period, the company their using has been helpful on the technical side. Having Mr. Ebenbach as a guest was most helpful as he was able to discuss his experience, equipment they utilize and costs involved. Following the discussion, the board agreed that it would be best to start the process slow and video tag agenda's over going live.

The board will need to figure out what services they want from the companies; what equipment they need; costs for buying, servicing and maintaining any hardware or software; and what training, support they would need along with ultimate storage.

Board of Supervisors Meeting: Mr. Filipe and Mr. Starner will be presenting the 2012 goals for the Communication's Advisory Board to the Board of Supervisors on Tuesday, May 22, 2012.

Communications: Mrs. Yannich suggested a level of policy be discussed to publish and market Township events. She suggested a connection between boards be made to communicate with other.

Adjournment: Mr. Starner requested a motion to adjourn the meeting, Mrs. DalFarra seconded the motion. The meeting was dismissed at 9:40pm.