

## Warrington Township Communications Advisory Board

### Minutes for September 28, 2009 Meeting

The Regular meeting of the Warrington Township Communications Advisory Board was held at 7:30PM on September 28, 2009 at the Township Building located at 852 Easton Road, Warrington, PA 18976.

The members present were as follows:

Michael Starner	Chairman
Jim Calore	Vice Chairman
Gay Currie	Member
Joe Gaskill	Member (absent)
Glenn McKay	Supervisor Liaison

**1. Call to Order: The meeting was called to order at 7:35PM**

**2. Pledge of Allegiance**

**3. Approval of Minutes:** Mr. Starner made a motion to approve the minutes of July 27, 2009 with corrections. Mr. Calore seconded the motion.

**4. New Business**

**4.1 Update on Warrington Day and map insert:** Ms. Currie discussed the overwhelming success of WD and its new location at Valley Square. Discussions ensued regarding the pros and cons, teenagers, how to handle the parking problems and whether a map is needed in 2010. Mr. McKay stated that perhaps a map could be part of the Link next year instead of a pullout.

**4.2 Update on WTTV utilization**

**4.2.1 Video streaming-PEG Grant \$\$ acquiring sound equipment:** Mr. Starner asked about the status and cost of VOD (Video on Demand) along with the necessary engineering and camera equipment needed to facilitate the process. Ms. Currie stated that \$13,307.60 is still left from the Comcast PEG Grant for possible use. Mr. Starner discussed the costs, needs and desire to have VOD and that other possibilities may exist to share the township meetings with the residents. Discussion continued regarding a resident survey which would ask them if this is something they would like to have so as to not spend money unnecessarily. Mr. Starner inquired about the cost to purchase TV equipment and the

additional cameras needed for the meetings. Ms. Currie said she would contact Telvue. Mr. McKay stated that other townships in other states are way ahead of us in this area. He also suggested contacting other local municipalities.

**4.2.2 CB South media department-monthly township update on departments:** Ms. Currie shared with the group about the new show “Township Talk” with the first show slated to be taped in early October at CB South’s studios. It will be an informational and educational series on township departments as well as the township parks and trail systems.

**4.2.3. Update on TV submissions:** Ms. Currie discussed the revised application sheet along with township policies as to what is allowed on the TV station. Ms. Currie gave two recent examples of requests and asked for input from the group. Mr. Calore and Mr. Starner agreed that if a “for profit” group is hosting a fundraiser for a “non profit” group or township organization that it should be allowed as long as there are no logos, etc. A second example was regarding a job fair out of the area. Mr. Starner suggested that if Ms. Currie had the time and it didn’t go over the allotted messages then it would be fine. Mr. McKay inquired about the PBS policy and how it could be incorporated for our use. All forms should be submitted.

**4.3. EGOV online access and revision to Action Line:** Ms. Currie updated the group on the Action Line survey form that is emailed when processed. Recent revisions were made regarding response time from 24 hours to 5 business days. Mr. Starner and Mr. Calore also inquired about the gathering emails from residents and suggested a phone conference with EGOV to discuss further.

**4.4. Update on website hosting changes with IQ Nection:** Ms. Currie discussed the final stages in the switch from IQ Nection to EGOV hosting the township website. The important issue posed by Mr. McKay was whether we would still have the rights to our domain name. Ms. Currie is working with Premier Tech on all facets of the switch.

**4.4.1 Update on document management system:** Many questions followed from Mr. Starner, McKay and Calore revolving around who checks the daily incoming email to the new email address; it should be one person similar to the suggestion for incoming faxes. Mr. Calore asked what the standards were to open large files from contractors, businesses and engineering firms. Other options would be to burn the info on a CD and mail in to designated township person, said Mr. Calore. Mr. McKay suggested discussing this further with Mr. Plotnick.

**4.5. Update on Comcast channel changes and introduction of digital adapters:** Ms. Currie shared details with the group regarding the latest channel changes faxed to her attention. She also stated there had been no complaints of the conversion to “all digital” from Comcast in September.

**4.5.1 Sound transmittal issues with Comcast:** Ms. Currie stated that the “no” sound Issue has been a recurring problem with Comcast. The recent problem was created on Comcast’s end and was not a problem with our equipment. The latest visit was on 9/23/09.

**4.6. Link advertising for 2010:** Ms. Currie share with the group the recommendation she gave to the township manager regarding securing advertisers for the 2010 Link- by asking for a signed contract for 2010 with 2009 rates to ensure a base revenue stream. She stated that the township manager agreed and the board thought it was a solid idea.

**4.7 Discussion of 2009/2010 Goals and Objectives**

**4.7.1 2009 Goals:** to continue to update the township TV and website in 2009 and look into purchasing new equipment for the TV station.

**4.7.2 2010 Goals:**

- 1)** To continue the improvement of information in the Link, the website, TV stations. Important considerations are: how do we get information to the residents and in what form?
- 2)** Considerations of grabbing and storing emails in order to communicate important issues, events and news with Warrington residents.
- 3)** Consider a survey to the residents and supply an incentive to ensure a response and consider asking high school students to conduct the survey.
- 4)** Construct a communications plan.

**5. Adjournment**