



WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD MINUTES FOR AUGUST 9, 2017

The regular meeting of the Warrington Township Communications Advisory Board was held on August 9, 2017, 7:30 p.m., at the Township Building located at 852 Easton Road, Warrington, PA 18976. The members present were in attendance: Steven Filipe, Chairman; James Calore, Vice-Chairman; Michael G. Starner; Curt Wise and Tom Whelans. Staff present was Christian R. Jones, Director of Water and Sewer/Assistant to the Manager.

1) PLEDGE OF ALLEGIANCE

Mr. Filipe called the meeting to order with a pledge to the flag.

2) APPROVAL OF MINUTES:

- a) Mr. Filipe made a motion to approve the minutes of March 23, 2017 for posting and Mr. Calore seconded the motion. All in favor 5-0.

3) OLD BUSINESS:

Social Media Statistics

- a) Mr. Jones included the data set and the charts for the CAB to review.
- b) Mr. Filipe thought the post details and descriptions were helpful in determining which posts where most viewed. The largest jump was due to the bear sightings and follow-up posts to the bear sightings.
- c) Mr. Filipe inquired about the process for posting to Facebook. Mr. Jones explained the process and how new postings are controlled by Jackie Miller or Mr. Jones. New postings are typically requested by the township manager or a department head. Mr. Jones also stated there is no formal policy from the township for posting to Facebook.
- d) Mr. Starner described the difference between the Government Access channel and a Public Access channel with details on how new content can be applied to Warrington's channel.

Granicus Visitor Statistics

- a) Mr. Jones presented the Granicus data for the time period March to August. Some of the most views were associated to Board of Supervisor meetings in June.
- b) Mr. Filipe observed the number of views for a typical board meeting ranges from 50-100 viewers. The primary medium for viewer are desktop and laptop computers.

Content for TV Station

- a) Mr. Filipe is to draft a procedure for township personnel to post content to the township TV station.
- b) Mr. Jones states the EAC can obtain videos to publish from various sources. All previous issues related to hardware and software have been resolved and township personnel have the ability to post and schedule video to the tv station. There is no limit to duration of video and township personnel also need to determine what costs are associated to any available videos. Other potential sources of video include Warrington Day or the triathlon.

Bucks County Consortium: Cohen Law Group Cable Franchise Fee Negotiations

- a) Mr. Jones reviewed an update from the last meeting where Mr. Jones and Mr. Luber attended the Bucks County Consortium Meeting in Warrington where Dan Cohen from the Cohen Law Group provided an update on the Verizon franchise renewal negotiations. Christian to provide a copy of the statement from the meeting. Mr. Jones stated the Verizon negotiations are scheduled to begin in the fall.

Video Streaming and Hosting Company

- a) Mr. Jones stated Warrington entered an agreement with Swagit to stream township meetings. Previous meetings are archived with Granicus but future live streaming is available via a new Swagit link. Future enhancements (e.g., additional cameras, remote operator control) will be considered in 2018. Mr Jones stated the duration of the Swagit contract is 12 months with automatic renewal. Swagit meeting videos can also be downloaded and posted to the township TV channel.

GeoDecisions

- a) Mr. Jones stated the GeoDecisions' development is taking long than expected due to the numerous levels of notification (but at no extra cost). Training is scheduled for August 16th for township personnel. Details were added to the township newsletter and website.
- b) Mr. Jones explained how township residents have access to Level, 1, 2 or 3 notifications and sign-up details are available on the township website. The date for the official roll-out has not yet been established.

4) NEW BUSINESS

Warrington Township Comprehensive Plan

- a) Mr. Starner stated the Planning Commission requested feedback from all advisory boards on the Comprehensive Plan but the CAB was not informed.

5) ADJOURNMENT

Mr. Starner made the first motion to adjourn the meeting, seconded by Mr. Whelans.