

Warrington Township Communications Advisory Board

Minutes for July 27, 2009 Meeting

The Regular meeting of the Warrington Township Communications Advisory Board was held at 7:30PM on July 27, 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 7:30PM

2. Pledge of Allegiance

May 18 CAB meeting cancelled-updates were emailed to members

3. New Business

3.1 Update on new website: Ms. Currie stated that current updates to the website are ongoing between herself and Ms. Miller in the communications/technology department. Recent updates were made to the Resources and Events links on the website. It was suggested from Peter Selden at EGOV that we have a link to emails on the left side of the home page as well as having an Icon on the right. Ms. Currie also said that the website has been well received and residents can download forms easily.

3.2 Update on Action Line Request Forms and email capture: Ms. Currie opened the discussion regarding the Action Line request form and capturing emails. She stated EGOV can capture emails but a request has to be added. Action Line doesn't store the emails. Peter Selden of EGOV said that a feature can be enabled. It was suggested that a form letter can be mailed out. Emails can be sent out via email by merging with Outlook.

a) Mr. McKay asked about registering complaints-how do they do it? Ms. Currie explained they can sign up for emails by selecting the Icons on our websites. Only 54 emails are stored to date

for email requests. The Link newsletter is the only item listed. Mr. Starner wanted to know what software will store the emails. Mr. Calore asked about our data base. Ms. Currie said we can merge them into an outlook mail merge per EGOV's suggestion.

b) Mr. Starner asked about the procedure outline to capture emails and what date base and software do we use? Mr. McKay stated that Mr. Plotnick is working on new document management for our street files. Mr. Starner suggested that other government agencies have access to resident's contact information; we could call them for suggestions and ideas.

c) Ms. Currie stated that permission must be given from the residents in order to receive an email blast. Mr. Starner said every piece of paper or email that comes from the township should have a line to gather emails. Mr. McKay would like a central source mandated to accumulate all emails. Discussion followed regarding exporting emails from our Action Line and having GOV send out an email blast to residents to ask them to sign up which can be done up to two times.

d) Mr. Starner said there should be a topic list of categories for residents to sign up for specific areas. Currently, it is just the newsletter. Mr. McKay suggested checking with other municipalities and find out how they do it or contact the consortium group. Mr. Calore stated that we need to create a database. Mr. Starner suggested that a mandate is needed from the BOS or from Tim Tieperman to facilitate this. Mr. McKay suggested that the supervisors make a recommendation to set up automated system for collecting and filing emails.

3.3 Update on Fall Newsletter: Ms. Currie stated that we are going to have a new color map pull out map insert to promote Warrington Day including a Full Color front page letter from the supervisors. The Link will be 16 pages. The WD planning is going well and many vendors and sponsors have signed up. Mr. McKay asked about a banner across Rt. 611 for WD. Ms. Currie said Penn Dot didn't allow it although sandwich boards will be placed throughout the township.

3.4 Update on TV submissions policy: Ms. Currie created a new form with letterhead for non - profit businesses and township functions. Mr. McKay said that supervisors should set policy. Ms. Currie said most departments send in department information to either Ms. Miller or Ms. Currie to post. Mr. McKay said the older policy should be found. Mr. Starner stated that we should not promote other townships.

a) Discussion continued regarding filling out online forms as they are currently mailed or faxed to the township. CD's are no longer accepted as the template is fixed and only so many lines of copy are allowed. Ms. Currie stated that it takes time to review each request and edit the information. She also stated that the form is not connected to any database.

3.5 Update on Telvue Equipment and video capabilities: Ms. Currie stated that we have a digital server that allows us to run longer videos than 2 minutes and equipment for video streaming. She also stated that she has coordinated a program with CB South's media teacher, Jim Bunn and his department. Mr. Bunn suggested topics for his class and he will make it part of his

curriculum. Mr. Starner suggested that an email should go out to all the boards and ask them for recommendations. Ms. Currie said she made a request to the BOS for ideas.

- a) Ms. Currie stated that we currently have no video nor do we have anyone to take them. A designated person needs to bring the equipment to a BOS meeting and film it. We have the capability of recording a live video but are limited up to two minutes on the current webus screens. We have the B100 equipment in order to run longer videos. One video suggestion is to have the Township manager taped at CB South for budget meetings and other updates. Mr. Bunn said he would be glad to have his students assist.
- b) Mr. McKay believes the township meetings should be video streamed and not be live broadcasts. Residents should have option to click on the website and see agendas and BOS meetings. Ms. Currie stated that we don't have VOD service yet and did not purchase it. Other townships have this already.

3.6 Update on video streaming and online access: Ms. Currie stated that we don't have the equipment for VOD. A piece of equipment called the E100 is needed to implement this portion. Discussion continued regarding this process and what would be needed. Mr. McKay said perhaps it is a budget issue due to purchasing the necessary equipment. Mr. Starner suggested asking the residents if they would like video streaming. The Winter Link could have a survey to ask the residents.

- a) Mr. McKay suggested that a TV channel should be 100% video which would make it more interesting. Some ideas could be showing P&R and other township sites, etc. Mr. McKay stated a recommendation should go out to the boards and champion this direction. Discussion ensued regarding Mr. Bunn at CB South to see if he was open to this video process. Mr. Bunn previously stated he would make it part of his curriculum. Students can select what they would like to do. Mr. McKay and Mr. Starner suggested that Ms. Currie ask Mr. Bunn if we could have some videos from their archives to run on our station.

3.7 Update on Comcast changes and digital equipment: Ms. Currie shared with the group Comcast's recent announcements; that they are converting to all digital for stations over channel 28. Two digital adapters and one converter will be available for free. Anything over that will have a charge for \$1.99 per month. Discussion continued on the resident's response and concerns to these changes.

3.8 Discussion of complaints sent by residents for Comcast and Verizon: Ms. Currie stated that some residents have called about stations changing and what we can do about it. Contact was made with Comcast and an answer was given to the resident. Ms. Currie receives regular channel updates changes from Comcast and Verizon via faxes.

3.9 Discussion of 2009/2010 Goals and Objectives:

End of year goals:

- a) Data base facilitation and communication should be interoperable.
- b) Who handles the faxes and how long do the faxes stay on site?
- c) Suggestion is to have CB South consider doing a survey about communications and issues.
- d) Assemble an email date base program
- e) Ask township residents if they want us to spend money to video stream the meetings.
CAB must make a recommendation said Mr. McKay. An effective form of communication to residents is needed but we need to know how much it cost and how much is it worth.

4. ADJOURNMENT