



## Warrington Township Communications Advisory Board

Meeting Minutes  
Monday, January 25, 2010

The regular meeting of the Warrington Township Communications Advisory Board was held and called to order at 7:30 pm on January 25, 2010 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
Joe Gaskill	Member
Tim Tieperman	Township Manager
Carolyn Hanel	Assistant to the Township Manager
John Paul	Chairman, Board of Supervisors
Jacklyn A. Wilson	Communications Technician

**Reorganization:** Mr. Gaskill nominated Mr. Starner for Chairman of the Communications Board and Mr. Calore seconded the motion. All were in favor. Mr. Starner questioned if the board needed a Vice Chairman as Mrs. Hanel verified that it would benefit the board to have a backup. Mr. Calore was nominated by Mr. Gaskill for the Vice Chairman Position and Mr. Starner seconded the nomination.

**New Business: Board Member Opportunities:** A question arose if there were enough members on the board to vote. Mrs. Hanel verified the number for board members there were for Communication Advisory, which there are currently two memberships open with the Communications Advisory Board. It was mentioned by Mrs. Wilson that various board memberships are open and an announcement is on the Warrington Township website for the public to view with information of how to apply.

**Status of Communications Department:** The 2010 budget was reviewed and Mr. Tieperman states that we have not renewed our contract with Currie Communications, so the communications function will still be going back to the Township Manager's office particularly as it relates to press releases. Mrs. Wilson has always been and will continue to be the webmaster as she was very active in getting the site up and running. Our goal is to put more content on the website and more usage of the Action Line Request webpage. As of this date the Public Works Department has reported that this has been working well. Mr. Tieperman states that our goal is to respond within a 24 hour period and that is one thing that is being worked on. One of our experiments will be with the upcoming TEVA meeting where there will be a large number of residents so the Township will try to collect as many emails as we can for the database. Mr. Calore asks if this is an unsolicited offer from Teva to take that property and use it for that purpose. Mr. Tieperman responds that this is a vacant commercial area. Mr. Paul addressed that this large commercial area that is not zoned properly. There would have to be a zoning change in order for Teva to do anything and the Township has the control over whether this will happen or not. At this point, we have no idea of which way this will go. The Township is collecting the names of residents daily on the subject. The next meeting is scheduled for February 2, 2010 at Millcreek Elementary School all the details for the meeting are being advertised on the Website and TV.

One of the things that the CAB has struggled with is how to provide efficient or stream lined communications to the residents who prefer to use emails. This is an opportunity, with an issue like Teva, to make use of the database on E-Gov. Mrs. Wilson will schedule a session with E-Gov to establish all their services and what other issues are in development. Mr. Tieperman states that E-Gov is based in Ohio and that the Township can request a refresher course. E-Gov will set up web-ex and the Township set up a projector connected to the internet so the E-Gov representative can present the information and answer any questions that the Township may have. Mrs. Wilson will also inquire about the registration list for Teva distribution updates and have set up before the February 2, 2010 Teva meeting. Mrs. Hanel will give out 3x5 cards to residents at the meeting for their emails so we can enter their information to the distribution list that will be created. The distribution list will send out email blasts so the registrants can stay updated on the Teva project.

Mr. Tieperman states that we are in the process of interviewing three to four newsletter firms. He continued to update that Mrs. Wilson continues to update the TV and website. Mr. Tieperman also mentioned that there is 13,307.60 left in the Comcast Peg- Grant. The initial funds were used to get Telvue up and running and there will be a Phase II that has to be put together before we can go any further with them. With no success at this point in time, Mrs. Wilson has been making efforts to contact Tel-Vue and is awaiting a response. Mr. Tieperman adds that the Township was offered a trial period for video on demand which was a 3 month free trial. The Township would like to increase the web and cable presence and want to make sure that all services are being used to the fullest. Mr. Calore asks about the cost and that he talked to Bob Pellegrino at Northampton and he stated that he spends 150,000 per year at a minimum. Mr. Tieperman responds that the cost depends on the quality and what is purchased by the individual Township.

Mr. Starner states that the CAB can take advantage of the upcoming Teva meeting to with the a form and take a communication survey to ask residents what information they would like to see and how they would like to see it and also how to allocate and distribute this technology. There is still 10% to 20% of the population that does not receive electronic communications in that some mailings would still have to be done. Mr. Starner asks if the Township has any restrictions on how the \$13,307.60 from the Peg-grant is spent and Mr. Tieperman responds that the revenue has to be spent on cable related business. The Township is also pursuing on-line permits. With the system now in place there would not be enough storage capability so testing would be needed to see how the information can be stored in the system. Mrs. Hanel adds that the Township would like to grow into on-line forms and accepting payments on-line in for the Park and Recreation Department. Mrs. Wilson is going to get information from E-Gov and pass along to Mrs. Hanel on what information is needed to take advantage of utilizing online payments with E-Gov.

**Spring 2010 Newsletter:** Mrs. Hanel states that as of right now there are eight pages to the newsletter and it can go up to twelve. In this issue there is a full page on the 202 project and also a full page on the new firehouse. Mr. Gaskill states that the survey for the residents should be posted in the Link and Mrs. Hanel responds that this information should be drafted and given to her to put into the Link. Mr. Starner reiterated that he would like to find out how the Township would like what information the residents want and how they want the information provided for them between mailings, tv, or website. It was stated by Mrs. Hanel that the Spring Issue of The Link will be costing the Township money as with short staff and short time on the deadline time was not allowing for communications in selling ads for this newsletter.

**Communicating with the Public:** Board of Supervisor, John Paul, stated that he is attending the meeting to gather information for himself to be more mindful of the board's proceedings. He also offered his support to the communications board. Mr. Calore gave Mr. Paul an update of who and what the board does. It was added from Mr. Paul that the Township has had communications issues for some time. The Township needs to establish an effective system to notify residents about issues that will arise in the future rather than with just mailings are not cost efficient. Mr. Paul would like to try and eliminate this problem as it causes major problems with the residents who don't have access to a computer and only 40% of residents get the newspaper so the Township has to find a better way of communication with the residents that is cost effective it is something that has been an issue and always will be.

As this point in time Mr. Paul clarified that there has not be assigned liaison from the Board of Supervisors.

**Old Business: PEG Grant Funded Project:** To reiterate, the balance of the Peg grant is \$13,307.60 it is believed that the money has to be spent capital oriented. The Comcast agreement was signed in 2008 and is good for approximately five years. In the future, Warrington Township should be getting an agreement from Verizon to receive a Peg Grant. There was a lengthy discussion how to spend the money, which included purchasing software to video tag meetings to an online agenda, storage, or equipment to take the Township communications to the next level.

**2010 Proposed Budget:** The board reviewed the budget for 2010 and had no changes or proposals.

**Township Communications Update:** Mrs. Hanel informed the board of a pilot project for this year of 2010 where cameras will be placed around the township at parks and certain intersections. These cameras should not be confused with cameras attached to red lights.

**E-Gov Action Line:** E-Gov will be contacted to set up a demonstration of functions that are being utilized verses functions that we can possible update to.

**Website Update:** Mr. Starner brought to the board's attention that there is software provided by several companies that would allow the Township to upload data to the website as an online agenda. The software operates as the meeting is being filmed it will automatically install segments onto the website.

**2010 Goals and Objectives:** The upcoming year should involve the board to review the existing capabilities the Township has to offer along with what services are available to allow us to advance. To achieve this goal, with the peg grant assistance various attributes can be researched to utilize the money in the most practical way and provide technology that the Township residents will find functional.

**Adjournment**