

# Media Communications Advisory Board

## Monday, June 3, 2019

### Minutes

1. Call to Order – Motion by Lisa, seconded by Mr. Cratin.

\_\_\_ CRATIN \_\_\_ HARVEY \_\_\_ LITZINGER-DRAYTON

\_\_\_ TAYLOR \_\_\_ HURLEY

BOS Liaison: MCCUSKER \_\_\_ Staff Liaison: HALBOM \_\_\_

Lisa, who was absent at the last meeting, welcomed Ryan Hurley to the board.

2. Approval of the April 2019 meeting minutes – A motion to accept was made by Ms. Harvey, a second was made by Ms. Litzinger-Drayton. Passed unanimously.
3. WTV status update

WTV is currently working to create the first public service announcement for the Environmental Advisory Board. This PSA is specific to the *Recycle* EAB working group is currently being developed. We hope to have this ready by the next EAB meeting, or about 3-4 weeks. Lisa asked what information was being shared, Sean replied that the video explains how single stream recycling works, and what residents can do to improve the process.

Mr. Hurley asked what the plan to release the PSAs is, and when we can expect to see the rest of the EABs videos. Sean replied that the videos will be released as they are created, but we do not have a timeline on when. We are using this time to shift gears at WTV and design a process for quickly creating and publishing PSAs for residents.

4. Announcements:

- a. Website Re-design update – Township staff met with our website CMS, and we are on our timeline. We are providing the CMS with materials to populate the new website like our logos, color schemes, and general ideas about the layout. We are incorporating ideas that were suggested like a centralized search feature, signups for electronic newsletters, etc.

Ms. Taylor asked if we intend to use any photos from the photo competition. Sean replied that we are using some, but there were many that we cannot use, and that we want to use high-quality, high-resolution photos. Lisa mentioned that she would prefer to put the money into the website and not into professional photos.

Mr. Hurley asked if the new project manager has helped facilitate our timeline. Sean replied that it has, and that our current project manager is responsive and keeping us on our 5-7 month total timeline. Responsiveness is also much better with the new project manager.

- b. Verizon Franchise Fee Agreement – Public Comment will be held during Board of Supervisors' June 13<sup>th</sup> meeting at 7:00pm. Cohen Law group was hired by a consortium of communities, including Whitmarsh, to negotiate our cable franchise agreement fees.

Ms. Harvey asked if this is something residents can view. Sean replied that there are no details to provide to individuals, we have a report from our legal representatives that explains the negotiation process.

5. Public Comment:

Linda Doll asked if the franchise agreement was for a cell phone tower, or if this was some new fee placed on Whitemarsh residents. Sean explained that this is an existing fee and that we have reached the end of an old contract period. Lisa offered that the contract was for TV and cable internet and promises that Verizon will provide access to all residents. Sharon added that everyone would have access to our local TV Station. Finally, Sharon added that Verizon pays the Township for the privilege of providing this service, and what Township residents must pay to Verizon.

Linda added that she doesn't care about the photos on the website, she cares about information and details. She hopes that content will remain the focus as we update the site. Linda would like to see all audio from meetings added to the website.

Eli Glick also believes that the audio portion is important because the meeting minutes are never an accurate description of what is discussed at these meetings. Regarding the website, he agrees that pictures are not important. The first image on the website should be a calendar of events. Eli would like the "notify me" component fixed. Eli expressed frustration with the Township's right to know policy and advocated that all Township documents be uploaded to the website.

6. Adjournment – Motion made by Lisa, seconded by Mark, passed unanimously.

7. Next meeting: Monday, June 24, 2019

1. Public meetings of the EAB shall follow a prescribed agenda, which will be available to the general public two days preceding the meeting.
2. The EAB will entertain Public Comment at the end of each specific action items during the meeting, at the discretion of the Chair. Individuals must advise the Chair of their desire to offer such comment.
3. A Public Comment period will be provided at the conclusion of a meeting for input on any subject.
4. The Board Chair shall preside over Public Comments and may within their discretion:
  - a. Recognize individuals wishing to offer comment.
  - b. Require identification of such persons.
  - c. Allocate total available Public Comment time among all individuals wishing to comment.
  - d. Allocate up to a five (5) minute maximum for each individual to offer Public Comment at a meeting.
  - e. Rule out of order scandalous, impertinent and redundant comment or any comment the discernible purpose of which is to disrupt or prevent the conduct of the business of the meeting including the questioning of, or polling of, or debating with, individual members of the Board.