

# Media Communications Advisory Board

## Monday, August 5, 2019

### AGENDA

1. Call to Order

\_\_\_ CRATIN \_\_\_ HARVEY \_\_\_ LITZINGER-DRAYTON  
\_\_\_ TAYLOR \_\_\_ HURLEY

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

2. Approval of the June 3, 2019 meeting minutes

3. Announcements:

a. Website Re-design update

- We have received an image spec of our homepage design (attached).
- We have expanded our digital storage capacity so that a years' worth of public meetings can be stored on the website. We are discussing methods to utilize online sites like YouTube or Vimeo with CivicPlus as well.

b. Environmental Advisory Board PSA Screening

- This is the first of many PSAs that will be created to educate residents about green initiatives. We'd like MCABs feedback regarding the message and design so that we can make these PSAs as impactful as possible.

c. Whitemarsh Living (Fall 2019 Edition)

- Township staff are in the process of reaching out to the various departments and advisory boards requesting information for the Fall edition of Whitemarsh Living. The Fall edition is typically published around October. We will also include an "opt-out" page and post a digital copy to the website. Residents will be able to opt-out through a link on the Township website that will keep the data moving ahead.

4. New Business:

- a. Discussion of MCAB's role, mission, and objectives.

5. Adjournment

6. Next meeting: Monday, August 26<sup>th</sup> 2019