

# Media Communications Advisory Board

## Monday, May 8, 2019

### MEETING MINUTES

1. Call to Order – the meeting was called to order at 7:00 PM

A bimonthly meeting of the Whitemarsh Township Media Communications Advisory Board was convened on Monday, April 8th at 7:00PM in the Whitemarsh Township Building, 616 Germantown Pike Lafayette Hill, Pennsylvania.

**Members Present:** Sharon Harvey, Lisa Litzinger-Drayton, and Mark Cratin.

**Members Absent:** Crystal Taylor

**Also present:** Sean Halbom, Asst. Township Manager, Fran McCusker, BOS Liaison.

Sharon – called meeting to order

Approval of February 25<sup>th</sup> meeting. Motion by Mark, second by Crystal.

WTV Status update – Equipment is being updated, most of the existing equipment was purchased in 2009 when WTV was first created. A college student consultant has been hired to give some objective outside feedback about our process. We have inventoried our equipment and are disposing of extraneous materials during Electronic Recycling Day. We plan to use Comcast grant funds to purchase new equipment once a priority order has been identified.

Sharon asked how long we have the college student intern for this project. Sean responded that he is hired on an hourly rate. Mark asked if PW high school students are used as interns, Sean responded that we do not. PW has said they are not interested in partnering in any such effort. Eli Glick offered public comment.

Website redesign

We are now in our first month; we had to change project managers to someone more responsive. This delayed our completion timeline to somewhere around October. The changes will be mainly aesthetic. We have been working with our vendor to incorporate new features that have been requested by residents; specifically, a single forms section and a search feature that is prominently featured on the homepage. Finally, we are looking to keep everything accessible in three clicks or fewer.

Whitemarsh Living – The published copies were delivered in late-February. Eli Glick offered public comment and suggested we allow residents to opt out of receiving Whitemarsh Living.

The EAB was expressed some interest in working with MCAB as they begin using Social Media platforms. Since that time, they have a new board member who is a social media professional. Ryan Hurley offered

public comment, he asked what sort of guidance EAB is looking for and that many best practices are widely available.

The Township has retained Gailey Murray Communications to assemble a communications strategy. We would like an MCAB member to meet with the consultant and give their thoughts.

Two press interactions since our last meeting; Ready for 100 made the front page of the Norristown Times Herald (March 18), Shredding Day was mentioned online more recently.

Introduction of Ryan Hurley, prospective MCAB board member. A motion was made to recommend Ryan to the BOS, Sharon made the motion, Mark seconded. Passed unanimously.

Discussion of moving the May meeting date since the May date falls on Memorial Day. Monday June 3<sup>rd</sup> was selected. A motion was made by Mark, Crystal seconded. Motion passed unanimously.

Ryan Hurley offered public comment. He asked if surveying was conducted among residents as a part of the early process. Sean replied that we do get analytics through the website and social media, but no formal survey was taken. Ryan also commented that he would be interested in an opt-out of Whitemarsh Living since there is a digital option.

Eli Glick offered public comment. He reiterated his desire to see waste reduction by the opt out for Whitemarsh Living. He hopes the website redesign won't be part of a political whatever before the election.

A motion was made to adjourn by Sharon, seconded by Mark. Unanimously passed

Next Meeting: June 6, 2019 @ 7:00pm.