

Media Communications Advisory Board

Monday, January 26, 2026

MINUTES

Meeting originally set for IN-PERSON, later changed to VIRTUAL due to weekend winter weather and subsequent road conditions.

Board Members: ✓ Ryan Hurley (Chair) ✓ Sharon Harvey (Vice Chair) ✓ Mark Cratin
X Crystal Taylor

BOS Liaison: ✓ Megan Griffin-Shelley

Staff Liaison: ✓ Rob Brown, Media Production Coordinator

Chair Hurley called the MCAB meeting to order at 7:11 PM.

ANNOUNCEMENTS

MCAB congratulated former member Megan Griffin-Shelley on becoming Whitemarsh Township Supervisor, and MCAB's new liaison to the Board of Supervisors. Ms. Griffin-Shelley said she is glad to still be a part of the Media Advisory Board, now as a liaison.

Unfortunately, this leaves MCAB with a vacancy. Mr. Hurley asked to have this communicated with residents so that anyone interested – and who knows the types of communications the Township uses – can apply to join.

Mr. Brown acknowledged the difficulty in planning tonight's meeting prior to and during this weekend's winter storm and thanked everyone for hanging in there. Board members noted it has been a while since an MCAB meeting was held entirely via Zoom.

REORGANIZATION

Election of Chair and Vice Chair for 2026

Mr. Cratin nominated Ryan Hurley for Chair, and Sharon Harvey for Vice Chair. Ms. Harvey seconded.

Seeing no other nominations, the board unanimously (3-0) re-appointed Mr. Hurley as Chair, and Ms. Harvey as Vice Chair for 2026.

APPROVAL OF MINUTES

November 24, 2025

A motion was made by Chair Hurley, seconded by Ms. Harvey, to approve the minutes for November 24, 2025, as presented. The motion was carried unanimously (3-0).

NEW BUSINESS

1.) Preview of “America 250 in Whitemarsh” Webpage

Mr. Brown presented to the board Whitemarsh Township’s webpage on “America 250”, still in draft form. The new page, in coordination with the Parks & Recreation Department, provides tons of information and upcoming events for residents to get excited about the nation’s Semi-quintcentennial, and how they can celebrate the big event locally. The page includes national, state and County resources, as well as local events held by various historic sites, non-profits and others in Whitemarsh. Mr. Brown explained this will be a fluid page, meaning it will be updated throughout the year as new events are announced. The board liked its overall look and organization. There was a discussion about getting that communicated to the public once it’s live. Mr. Brown added it will be shown at the next Board of Supervisors Departmental Workshop meeting in early-February, and then it would go live sometime thereafter.

Roy Wilson (previous/former owner of Abolition Hall property) asked how someone can find the page on the website. Mr. Brown – again, noting it wasn’t live yet - showed him and the board how to get there from the homepage.

2.) Discussion on Potential Webpage on Abolition Hall Property

Mr. Brown explained that the Abolition Hall Steering Committee, at their January 12th meeting, brought up the idea of a special webpage devoted to the Abolition Hall property, and asked if it was better to have it on the Township Website, or create an external page linked to our website. This new page, as discussed at the time, would have lots of information about the property, a QR Code for making donations to help fund Homestead building upkeep and future programming; and anything else that comes up.

In the lengthy discussion that followed, topics included the communication aspect of promoting Abolition Hall, options for creating and maintaining external websites, and assigning roles regarding page development. Chair Hurley said creating this website could make a great project at the high school level.

Roy Wilson commented on the Township’s website, noting some items in there are difficult to find, and that people tend to look up specific information by Googling it. He added that a proposed series of short videos for the webpage – also discussed at the Steering Committee’s meeting – is in the works, with him developing scripts, and eventually working with Mr. Brown to record and edit them together. Mr. Brown said he looks forward to working with him on that.

On the question of using the Township website or a standalone page, the board agreed the latter option would work better, while providing a link to said page on the Township Website. Additionally, the board requested communication of this feedback to Township staff and the Abolition Hall Steering Committee.

3.) Infographic Rotation Summary (Government Access Channel):

Mr. Brown provided a summary of notable additions and updates to the infographic slideshow rotation on Whitemarsh Community Access (the cable channel) and showed a PowerPoint with the infographics themselves. The board found the visual presentation helpful in the discussion.

Chair Hurley asked about one of the slides (“Revolutionary Women: Writing During War,” January 29th at the Library), and how one would know – if on social media – if it was an

upcoming event, or to get more information on it. He also said the QR Code is a nice touch, as it allows quick access to more information.

4.) Recently Completed Township-Produced Videos:

New videos completed since last meeting were reviewed:

- Board of Supervisors Holiday Message 2025 (1:00)
- Board of Supervisors Reorganization Message 2026 (5:30)
- YouTube Channel Promo (Updated) (1:00)
- Vehicle Break-In Prevention PSA (1:00)

No questions from the board. Chair Hurley said he likes the 60-second videos but added it takes more effort to reduce them to that length.

5.) Video Projects Currently in the Works

Mr. Brown reviewed the list of WTV videos currently in the works:

- **Home Heating Safety Informational Video (2025/26 Update)**
 - Completed 1/21/26. Being reviewed by the Fire Marshal's Office prior to putting up.
- **Boards & Commissions Overview Video**
 - Script segments fully completed and reviewed. Two of six (as-yet-unproduced) segments voiced over. A seventh segment will be the completed "Whitemarsh Authority" promo, completed 2025.
- **Preparing for Winter Storms: Transition to Winter Operations**
 - Proposed by the Public Works Department in November/December, but only some pre-production work done so far. Some B-roll showing the transition in action shot in December.
- **Planned Video Promos:**
 - WJML Used Book Sale
 - Whitemarsh Living & Digital Archive (*access to previous Whitemarsh Livings*)
 - 2026 Trash Mob events
 - "America 250" in Whitemarsh

There were no questions or comments from the board.

OLD BUSINESS

WTV Now "Whitemarsh Community Access"

Mr. Brown updated the board that the Government Access Channel's new name and logo debuted on January 5th. Much of December and early-January were spent preparing to transition from the old name (WTV) to the new one.

NEXT SCHEDULED MEETING: Monday, March 23, 2026 at 7:00pm

2026 REMAINING SCHEDULED MEETING DATES:

Monday, March 23rd, 2026

~~Monday, May 25th, 2026~~ (Rescheduled for **June 1, 2026**)

Monday, July 27th, 2026

Monday, September 28th, 2026

Monday, November 23rd, 2026

The board decided to push the May 25th meeting back to the following Monday, June 1st.
(May 25th is Memorial Day.)

BOARD COMMENT / PUBLIC COMMENT:

No public comment.

Chair Hurley said it was great having Mr. Wilson on the call to participate in tonight's discussion on the Abolition Hall webpage idea.

ADJOURNMENT

There being no other matters of business, the meeting ended at 8:15 PM.

Respectfully Submitted,

Rob Brown

Media Production Coordinator