

Media Communications Advisory Board (MCAB) – Minutes

January 11, 2021

Board Member

Howard Hoffman (Chairman).....Present
David Rassbach (Vice Chairman)Present
Michael Cusack (Secretary)Present
Bill CarrollPresent
Peter KuhnPresent
Portia WallerPresent
Jim KravitzPresent
Greg Waks (Supervisor Liaison).....Present
Allison Pimm (Staff Liaison)Present

Call to Order: 7:05 p.m.

Pledge of Allegiance

Reorganization

1. Election of Temporary Chair

Peter Kuhn nominated Portia Waller as Temporary Chair. David Rassbach seconded, and all MCAB members voted in favor.

2. Election of Chair

Michael Cusack nominated Howard Hoffman as Permanent Chairman, Peter Kuhn seconded, and all MCAB members voted to approve.

3. Election of Vice Chair

Peter Kuhn nominated David Rassbach as Vice Chairman, Portia Waller seconded, and all MCAB members voted in favor.

4. Election of Secretary

Howard Hoffman nominated Michael Cusack as Secretary, David Rassbach seconded, and all MCAB members voted in favor.

5. 2021 Meeting Times and Dates Approval

MCAB members reviewed and unanimously approved the 2021 meeting dates and times.

Approval of the November 2020 Meeting Minutes

The Board reviewed the November 2020 meeting minutes (the December 2020 meeting was canceled). Peter Kuhn made a motion to accept the minutes without changes. Portia Waller seconded. All MCAB members voted to approve.

Comments from Chairman

No comments from the Chairman.

Reports

1. Podcast Discussion

Allison Pimm reviewed the Upper Merion Township Podcast download numbers. The podcast has been an overwhelming success. Two of the most popular downloads have been the “Remember When” series and the Board of Supervisor meetings.

2. Digital Township Lines Update

Allison Pimm stated that there will not be a printed Township Lines issues this year – it will be distributed solely digitally. 2021 will have two issues distributed. The Township has digitally archived Township Lines editions dating back to 2018. The digital version is more economical than the printed copies, and may attract more and different advertisers than the printed version has in the past.

3. Verizon Franchise Agreement Discussion

Allison distributed a copy of the Verizon Franchise Agreement to the MCAB members for review. The MCAB will continue to study the agreement and compare it to Verizon franchise agreements with neighboring townships that have already been executed. The MCAB will provide feedback and recommendations on the Upper Merion Township Verizon Franchise Agreement in the near future.

4. Communications Plan Discussion

New Business

There was no new business reported.

Adjournment

Peter Kuhn made a motion to adjourn at 8:17 p.m. Bill Carroll seconded, and all MCAB members voted in favor.