

MEDIA COMMUNICATIONS ADVISORY BOARD
Hybrid Meeting: Virtual and Administration Conference Room
March 14, 2022 Meeting at 7:00PM
MINUTES

ATTENDANCE

Howard Hoffman (Chairman).....	Present	Jim Kravitz.....	Present
David Rassbach (Vice Chairman).....	Present		
Bill Carroll.....	Present	Greg Waks (Supervisor Liaison).....	Present
Peter Kuhn.....	Absent	Don Herbert (Staff Liaison).....	Present
Portia Waller.....	Present	Tiffany Bellamy (Communications Coord.).....	Present

The meeting was called to order at 7:01PM

I. Pledge of Allegiance

II. Approval of Minutes

1. February 2022
 - Portia motioned to approve and David seconded. The motion passed unanimously.

III. Comments from Chairman

1. Howard mentioned that he had reviewed the MCAB’s description on the web site and thought that it needed to include Social Media as one of MCAB’s areas of responsibility.
 - Don reported that he added the words “with a heavy concentration on Social Media” to the online description after Howard had reviewed it.

IV. Reports

1. Update on MCAB Vacancy
 - Greg and Jim reported they each know of potential candidates who are considering submitting applications.
2. Verizon Franchise Agreement
 - Don reported that the Agreement has been given to the Township solicitor for a legal review and we are waiting for his report.
3. Push App
 - Montgomery County will be issuing an RFP for the ReadyMontco system since the new owners of Everbridge, the current provider, has implemented several price increases recently.
 - Don is scheduled to participate in training for the current system on March 22.
 - Tiffany will forward information and pricing on alternative resources for the service.
4. Rebranding Initiative
 - Based on Don’s recommendation, the MCAB agreed to develop a multi-prong proposal including a mission statement, description of the current issues, a desired outcome, and guidelines for achieving that outcome.
5. Joint Meeting: April 21 – 8:30PM to 9:00PM
 - The MCAB will meet during their regularly-scheduled meeting on April 11 to plan their presentation for the Joint meeting.

V. New Business

1. No members of the MCAB had new business to bring before the board.

VI. Adjournment

1. With nothing further for the good of the group, Jim made a motion for adjournment and Portia seconded. The motion passed unanimously. The meeting was adjourned at 7:41PM.