

MEDIA COMMUNICATIONS ADVISORY BOARD

Hybrid Meeting: Virtual and Administration Conference Room

January 9, 2023 Meeting at 7:00PM

MINUTES

ATTENDANCE

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

The meeting was called to order at 7:10 PM.

I. Pledge of Allegiance

II. Reorganization

1. Election of Temporary Chairperson
 - Jim nominated and Michael seconded David as Temporary Chairperson. Approved unanimously.
2. Election of Chairperson
 - Jim nominated and Michael seconded Howard as Chairperson. Approved unanimously.
3. Election of Vice-Chairperson
 - Jim nominated and Michael seconded David as Vice-Chairperson. Approved unanimously.

III. Approval of Minutes

1. December 2022
 - David motioned to approve the Minutes and Jim seconded with one minor wording revision. The motion passed unanimously.

IV. Comments from Chairperson

1. The Chairperson had no comments.

V. Reports

1. Update on Verizon Franchise Agreement
 - Don reported that he has not received a response to his follow up with Verizon's attorney.
 - Don mentioned that he heard some municipalities have received equipment grants from Verizon.
2. Update on Website Upgrades
 - Don reported that the IT's DropBox solution for storing current large development plan files is considered to be permanent.
 - Don will confirm file size limitations that warrants DropBox storage versus website storage.
3. Update on LED Sign Replacement
 - Don reported that the reviews he found for KC Signs are largely positive.
 - Don will research the LED manufacturer CirrusLED.
4. Potential LED Sign Locations
 - Don mentioned a Township pumping station on River Road near 320 as a possible location.
 - Don provided a PennDOT traffic study map with traffic counts.
5. Discussion on ReadyMontco Alert System
 - Don reported that the Police posted on their Facebook page that ReadyMontco subscribers can choose to receive Community Events, Emergency Alerts, or both on their profiles.
 - Don also reported that he was able to target a notification to a specific area by drawing a boundary on a map within the system.
6. Update on Police Response Statistics Report
 - Don relayed that descriptive crime reports are time-consuming to write and sometimes invade privacy but Facebook notices are posted when trends are identified.
 - Don reported that a grant has been secured to acquire a program to assist with more detailed reports.
7. Update on Identity Management Plan Presentation for February 2, 2023 BOS Workshop
 - David and Tiffany shared slides and an overview to review for the presentation.
8. Discussion on Homelessness and Food Insufficiency in Upper Merion Township
 - Don reported that UMGA has scheduled a Community Connections with "Your Way Home" agency.

VI. New Business

1. No new business was brought before the MCAB.

VII. Adjournment

1. With nothing further for the good of the group, David made a motion for adjournment and Bill seconded. The motion passed unanimously.
 - The meeting was adjourned at 9:01 PM.