

MEDIA COMMUNICATIONS ADVISORY BOARD

Hybrid Meeting: Virtual and Administration Conference Room

May 8, 2023 Meeting at 7:00PM

MINUTES

ATTENDANCE

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

An informational discussion about the replacement LED sign was held with Jim Convey, the owner of Treasure Sign, and Perry Powell, the sales representative for SureFire Signs, prior to the start of the meeting.

The meeting was called to order at 7:49 PM.

I. Pledge of Allegiance

II. Approval of Minutes

1. April 2023

- David motioned to approve the Minutes and Jim seconded. The motion passed unanimously.

III. Comments from Chairperson

1. The Chairperson had no comments.

IV. Reports

1. Presentation on Replacement LED Sign by Treasure Sign and SureFire Representatives

- The members reviewed the information shared during the informational discussion prior to the meeting.

2. Update on Nor-View Farm Proposed Replacement Sign

- Don and Greg reported that an LED component was discussed and rejected by the Park and Recreation Board and the Farmers Market Committee because it doesn't fit the character of the farm.

3. Take-Aways from Joint Meeting on April 20, 2023

- Greg commented that he felt the Supervisors were very receptive to the MCAB's presentation and Howard added that he thought the meeting went well.

4. Update on Identity Management Plan Design Assistance

- David reported that a draft document describing the need for design assistance will be finalized with input from the members and provided to design firms to solicit proposals for professional services. Members will submit recommendations for design firms to the sub-committee. The resulting proposals will be used to determine the amount to be requested for inclusion in the 2024 budget for this initiative.

5. Discussion on Homelessness and Food Insufficiency in Upper Merion Township.

- Don reported that Maria informed him that she has not received any response to her follow up emails and was wondering if she should reach out to the high school principal. The members suggested visiting the social worker's office might yield better results.

V. New Business

1. No new business was brought before the board.

VI. Adjournment

1. With nothing further for the good of the group, Portia made a motion for adjournment and Bill seconded.

The motion passed unanimously.

- The meeting was adjourned at 8:29 PM.