

# MEDIA COMMUNICATIONS ADVISORY BOARD

Hybrid Meeting: Virtual and Administration Conference Room

January 8, 2024 Meeting at 7:00PM

## MINUTES

### ATTENDANCE

Howard Hoffman (Chair) .....	Present	Michael Cardeiro .....	Present
David Rassbach (Vice-Chair) .....	Present		
Bill Carroll .....	Present	Vacant (Student Member) .....	Absent
Peter Kuhn .....	Present		
Vacant .....	Absent	Greg Waks (Supervisor Liaison) .....	Present
Jim Kravitz .....	Present	Don Herbert (Staff Liaison) .....	Present

The meeting was called to order at 7:02 PM.

### I. Pledge of Allegiance

### II. Roll Call

### III. Reorganization

1. Election of Temporary Chairperson: Jim nominated David and David seconded. Passed unanimously.
2. Election of Chairperson: Jim nominated Howard and Mike seconded. Passed unanimously.
3. Election of Vice-Chairperson: Jim nominated David and Pete seconded. Passed unanimously.

### IV. Approval of Minutes

1. November 2023
  - Pete motioned to approve the Minutes and David seconded. The motion passed unanimously.

### V. Comments from Chairperson: The Chair had no comments.

### VI. Reports

1. Approve Proposed 2024 Meeting Dates
  - Pete motioned to approve the dates and David seconded. The motion passed unanimously.
2. Status of Replacement LED Sign Project
  - Don reported that the new sign was installed in less than 8 hours and was running as soon as it was completed with the slides prepared and uploaded in advance by staff. The resolution of sign is significantly better and the new software has more features and controls. Amber Alerts have been enabled and 5 FEMA categories out of approximately 30 available have been selected for display.
  - The members would like to explore a location along 202 to install a second LED sign that could require purchasing property, establishing an easement, and qualifying for a PennDOT Highway Permit.
3. Update on vacant MCAB Regular Member Position
  - Greg reported no applications have been received.
4. Update on vacant MCAB Student Member Position
  - Greg reported no applications have been received.
5. Discussion on the need for a new website
  - Don reported that website providers CivicPlus and Granicus are being researched for features and pricing.
  - Don provided the members with URLs to existing websites from each provider for evaluation.
  - The members requested additional URLs from counties and states that may have more complex information to share.
6. Discussion on Homelessness and Food Insufficiency in Upper Merion Township

### VII. New Business: No new business was brought before the members.

### VIII. Adjournment

1. With nothing further for the good of the group, Jim made a motion for adjournment and Howard seconded. The motion passed unanimously.
  - The meeting was adjourned at 8:01 PM.