



UPPER MERION TOWNSHIP

175 West Valley Forge Road, King of Prussia, PA 19406-1802

MEDIA COMMUNICATIONS ADVISORY BOARD

Upper Merion Township Building
175 West Valley Forge Road, King of Prussia, PA 19406
April 8, 2024 Meeting at 7:00PM

MINUTES

ATTENDANCE

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

- I. Meeting Called to Order: 7:06PM
- II. Pledge of Allegiance
- III. Attendance
- IV. Approval of Meeting Minutes
 1. February Minutes: Jim motioned to accept, Bill seconded, the motion passed unanimously.
- V. Comments from Chairperson: No comments
- VI. Reports and Discussions
 1. Welcome new regular member Maxine Gesualdi, PhD
 - Maxine introduced herself by sharing that she is a 20-year resident of Upper Merion and currently an Associate Professor in Communications and Media at West Chester University. She has previously worked in corporate communications and public relations and also served on the Upper Merion School Board.
 2. Update on vacant student member position
 - Don reported that he contacted the high school’s television department asking to have the information about the student position shared with the TV students. Don suggested that contacting the guidance department might be a better approach since the Township has added student positions to several citizen boards. Maxine agreed and will reach out to the district.
 3. Discussion on LED Sign Technical Issue
 - Don explained that several slides were not displaying on the sign. Optec was notified and wrote corrected lines of code to resolve the issue.
 4. Discussion on Potential Location for Second LED Sign
 - Don reviewed the property lines on the Best Western site plan. Don will ask the Township manager for the best approach and contacts to determine the feasibility of this location.
 5. Prepare for Joint Meeting with Board of Supervisors: Thursday, April 18 at 8:30PM
 - The PowerPoint presentation for the joint meeting was reviewed and updated.
 6. Discussion on website needs and CivicPlus and Granicus website offerings
 - The MCAB updated a list of website features and needs required from the next provider.
- VII. New Business: No new business was brought before the board.
- VIII. Public Comment: There were no public comments.
- IX. Adjournment
 1. With nothing further for the good of the group, Jim motioned for adjournment and Maxine seconded. The motion passed unanimously at 9:48PM.