



# 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  
May 13, 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 ..... Present	
Jim Kravitz ..... Absent	Greg Waks (Supervisor Liaison) ..... Absent
Michael Cardeiro ..... Present	Don Herbert (Staff Liaison) ..... Present

- I. Meeting Called to Order: 7:03PM
- II. Pledge of Allegiance
- III. Attendance: See above
- IV. Approval of Meeting Minutes
  - 1. April Minutes Howard motioned to accept, Maxine seconded, the motion passed unanimously.
- V. Comments from Chairperson: No comments
- VI. Reports and Discussions
  - 1. Update on vacant student member position
    - Don shared Greg’s report that the Township has received an application
  - 2. Report on outreach to school district for student member positions
    - Maxine will schedule a meeting with the high school guidance department and will reach out to the Optimist Club and the National Honor Society
  - 3. Takeaways from Joint Meeting with Board of Supervisors
    - Howard reported that he and Maxine attended and felt that it was a good meeting overall
  - 4. Discussion on Potential Location for Second LED Sign
    - Don shared some of the considerations that could limit the viability of potential locations
    - The Township manager will be invited to attend the next meeting to review the considerations
    - Don also shared a PennDOT document that outlines road sign guidelines
  - 5. Discussion on website needs and CivicPlus and Granicus website offerings
    - The members requested a list of diverse examples of current websites from each provider to review and make notes for recommendations
    - Don reported that he has asked for plain-English documents that describe the features and costs of each add-on as well as the basic site
    - Don also reported that a third-party Chatbot option would cost approximately \$7500 from Granicus and \$5200 from CivicPlus annually
- 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, Howard motioned for adjournment and Bill seconded The motion passed unanimously at 8:02PM.