



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
July 8, 2024 Meeting at 7:00PM

MINUTES

ATTENDANCE

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

- I. Meeting Called to Order: 7:04 PM
- II. Pledge of Allegiance
- III. Attendance: See above
- IV. Approval of Meeting Minutes
 - 1. May Minutes: David motioned to accept, Pete seconded. The motion passed with four in favor and one abstention.
- V. Comments from Chairperson: No comments
- VI. Reports and Discussions
 - 1. Discussion on requirements and limitations for additional LED sign locations
 - Don recapped that multiple locations have been evaluated as potential sites for a second Township LED sign all of which having various challenges.
 - Tony Hamaday, Township manager, explained that available Township property is not conducive to an LED sign and properties not owned by the Township could require agreements and zoning requirements that may not be in the best interest of the Township. Tony will discuss the potential impact with the solicitor.
 - 2. Update on Verizon Franchise Agreement
 - Don reported that Verizon contacted the Township to schedule the installation of a new transcoder and provide contact information for technical support and the government liaison representative, all three of which were included in the Township's requests. Don and Tony will schedule a meeting with the liaison to discuss the remaining items in the Township's requests.
 - 3. Discussion on CivicPlus and Granicus website evaluations
 - Howard explained the benefits he has experienced with AI-based ChatBots. The members discussed the merits of AI-based ChatBots and the potential for improved search results.
 - The members agreed to schedule separate sessions with each website vendor on the evening of the September meeting. The members will submit questions in advance for the vendors.
 - 4. Update on vacant student member position
 - Supervisor Waks reported that one applicant is a college student and may not be permitted. A second applicant will be interviewed soon.
- 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 Pete seconded. The motion passed unanimously at 8:28 PM.