

**WHITEMARSH TOWNSHIP MEDIA AND COMMUNICATIONS ADVISORY BOARD
MEETING OF JANUARY, 28, 2020**

Litzinger-Drayton ____ Harvey ____ Cratin ____ Taylor ____ Hurley ____

BOS LIAISON, McCusker ____ STAFF LIAISON, Halbom ____

CALL TO ORDER

NOMINATION AND ELECTION OF CHAIR AND VICE-CHAIR

ANNOUNCEMENTS

1. NOMINATION/ELECTION OF CHAIR AND VICE-CHAIR

- a. MCAB will select two board members to serve in these roles.

2. ANNOUNCEMENTS

- Whitemarsh Living – Spring 2020 Edition preparations are underway. The Township has contacted our various internal and external departments and organizations with deadlines for submissions. We anticipate a delivery date between March 23rd and April 1st.
- Opt-Outs – We have received a steady number of residents opting out of receiving hard copies. As a result, we anticipate decreasing our print count by roughly 200 editions, or 6,400 pages of paper.
- Public Service Announcements – WTV is wrapping up two PSA's, one for the Environmental Advisory Board, and a second for the Public Works Department. WTV staff also developed the Board's 2020 Welcome Message which has been uploaded to the website, and centers around ways residents can contact their elected officials through multiple mediums.

3. APPROVAL OF THE OCTOBER 2019 MEETING MINUTES

4. OLD BUSINESS

- Utilization of Google Analytics in lieu of Piwik – Township staff are looking for training opportunities to better understand and implement this new tool. Advice or guidance from the MCAB is welcomed.
- Development of an MCAB mission statement.

5. NEW BUSINESS

6. PUBLIC COMMENT PERIOD

7. BOARD COMMENT PERIOD

8. ADJOURNMENT – next meeting is scheduled for February 24, 2020 at 7:00 PM

PUBLIC PARTICIPATION INFORMATION

1. Public meetings of the EAB shall follow a prescribed agenda, which will be available to the general public two days preceding the meeting.
2. The EAB will entertain Public Comment at the end of each specific action items during the meeting, at the discretion of the Chair. Individuals must advise the Chair of their desire to offer such comment.
3. A Public Comment period will be provided at the conclusion of a meeting for input on any subject.
4. The Board Chair shall preside over Public Comments and may within their discretion:
 - a. Recognize individuals wishing to offer comment.
 - b. Require identification of such persons.
 - c. Allocate total available Public Comment time among all individuals wishing to comment.
 - d. Allocate up to a five (5) minute maximum for each individual to offer Public Comment at a meeting.
 - e. Rule out of order scandalous, impertinent and redundant comment or any comment the discernible purpose of which is to disrupt or prevent the conduct of the business of the meeting including the questioning of, or polling of, or debating with, individual members of the Board.