

# Media Communications Advisory Board

## Monday, March 22, 2021

### AGENDA

\_\_\_ CRATIN \_\_\_ HARVEY \_\_\_ Vacant

\_\_\_ TAYLOR \_\_\_ HURLEY

BOS Liaison: MCCUSKER \_\_\_ Staff Liaison: HALBOM \_\_\_

1. Call to Order
2. Approval of the January 2021 meeting minutes.
3. Old Business:  
None
4. New Business:

The Board will discuss the upcoming (Spring 2021) edition of Whitemarsh Living. Sean Halbom will supply an update on current efforts and deadlines.

5. Announcements:

Following a test of equipment, the Township recently purchased new equipment for WTV. The part should be delivered in the coming weeks.

6. Adjournment
7. Next meeting:

# Media Communications Advisory Board

## Monday, January 25<sup>th</sup>, 2021

### MINUTES

CRATIN     HARVEY     Vacant

TAYLOR     HURLEY

BOS Liaison: MCCUSKER     Staff Liaison: HALBOM

1. Call to Order – Vice-Chair Hurley called the meeting to order at 7:05PM
2. Re-Organization Nominations and Vote.

**Sharon Harvey nominated Ryan Hurley for Chair, Chris Taylor seconded. The motion passed 4-0.**

**Chris Taylor nominated Sharon Harvey as Vice-Chair, Mark Cratin seconded. The motion passed 4-0.**

3. Approval of the November 2020 meeting minutes. (The November meeting was not held due to the lack of a quorum)
4. Old Business:
5. New Business:

The Board discussed plans and initiatives for 2021.

The MCAB discussed opportunities to seek awards or recognitions from local government review agencies for websites. An example through the state of Massachusetts was discussed and Mr. Halbom was tasked with looking for opportunities in Pennsylvania.

The MCAB discussed the success of the weekly emails in 2020. They would like to know more about the process of evolving that program in the year ahead. The Board discussed opportunities for external press organizations to share in the duties of passing information to residents. Mr. Halbom mentioned the issues with decreasing press coverage of local government agencies but committed to looking for opportunities.

Chair Hurley expressed an interest in attracting a new board member for the vacant position quickly. Supervisor McCusker agreed to follow up with Ryan Hurley on the matter.

6. Announcements:

The township learned that most residents received their hard copies of Whitemarsh Living well-over a month after they were sent to the postal office from our publisher. We are told the high-volume of activity at USPS over the election season was the cause.

The Board briefly discussed the holiday message and efforts to producing the video during COVID.

MCAB discussed a replacement of some broadcast equipment in WTV. WTV will be borrowing a piece of equipment from a neighboring township to cover BoS meetings in the interim.

7. Adjournment: **A motion to adjourn was made by Chair Hurley, seconded by Mark Cratin and passed 4-0. The Meeting was adjourned at 7:32pm.**
8. Next meeting:

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