

# Media Communications Advisory Board

## Monday, April 8, 2019

### AGENDA

1. Call to Order

\_\_\_ CRATIN \_\_\_ HARVEY \_\_\_ LITZINGER-DRAYTON

\_\_\_ TAYLOR \_\_\_ VACANT

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

2. Approval of the February 2019 meeting minutes

3. WTV status update

4. Announcements:

- a. Website Re-design update
- b. Whitmarsh Living (Spring Edition) has arrived.
- c. The Environmental Advisory Board has requested MCAB's guidance as they begin using social media platforms to reach residents and educate them about environmental issues.
- d. The Township has retained Gailey Murray Communications to review how the Township is communicating to residents through various mediums and provide suggestions. The Township Manager requests an MCAB member meet with that consultant.
- e. Newspaper Activity – The Township was the subject of two positive articles in the Norristown Times Herald:
  - 1) Ready for 100 – Monday 3/18 – Print Only
  - 2) Shredding Day - ~ March 9 - Online

5. Adjournment

6. Next meeting: Monday, May 27, 2019