

Media Communications Advisory Board

Monday, August 5, 2019

AGENDA

1. Call to Order

___ CRATIN ___ HARVEY ___ LITZINGER-DRAYTON
___ TAYLOR ___ HURLEY

BOS Liaison: MCCUSKER ___ Staff Liaison: HALBOM ___

2. Approval of the July 2019 meeting minutes

3. Announcements:

a. Website Re-design update

- We have received an image spec of our homepage design (attached).
- We have expanded our digital storage capacity so that a years' worth of public meetings can be stored on the website. We are discussing methods to utilize online sites like YouTube or Vimeo with CivicPlus as well.

b. Environmental Advisory Board PSA Screening

- This is the first of many PSAs that will be created to educate residents about green initiatives. We'd like MCABs feedback regarding the message and design so that we can make these PSAs as impactful as possible.

c. Whitemarsh Living (Fall 2019 Edition)

- Township staff are in the process of reaching out to the various departments and advisory boards requesting information for the Fall edition of Whitemarsh Living. The Fall edition is typically published around October. We will also include an "opt-out" page and post a digital copy to the website. Residents will be able to opt-out through a link on the Township website that will keep the data moving ahead.

4. New Business:

- a. Discussion of MCAB's role, mission, and objectives.

5. Old Business:

- a. Retention of Gaily Murray Communications – Media and Communications Consultant.

6. Adjournment

7. Next meeting: Monday, August 26th 2019

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.