

NOTICE - WHITEMARSH TOWNSHIP

NOTICE IS HEREBY GIVEN the Whitemarsh Township Media and Communications Advisory Board Meeting will be held on September 28, 2020 will begin at 7:00PM.

Due to the COVID 19 health pandemic, this meeting will be conducted remotely via ZOOM. The public may join this meeting by either telephone using the dial in number or visiting:

<https://us02web.zoom.us/j/87636411532?pwd=S0pOZmIBSWtDUWhVWEFpZGFKK0VRUT09>

Additional information can be found on the Township's' website www.whitemarshtwp.org.

Public comment via email to Assistant Township Manager, shalbom@whitemarshtwp.org must be submitted one hour before the start of the meeting. Public comment will also be accepted via the ZOOM chat button during the meeting. In both cases you will need to provide your name and address for the record.

Persons with a disability who wish to participate in the public hearing and require an auxiliary aid, service or other accommodation to participate in the hearing should contact Whitemarsh Township at 484-594-2601.

WHITEMARSH TOWNSHIP
BOARD OF SUPERVISORS
Richard L. Mellor, Jr.
Township Manager

Media Communications Advisory Board

Monday, July 27, 2020

AGENDA

1. Call to Order

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

BOS Liaison: MCCUSKER ___ Staff Liaison: HALBOM ___

2. Approval of the July 2020 meeting minutes
3. Old Business:

Board Discussion: Mission Statement

The Whitemarsh Township Media & Communications Advisory Board provides expertise and consultation to the Board of Supervisors and township manager on how to effectively inform the residents of Whitemarsh about township operations, issues, programs, and events as effectively as possible, as well as how to best manage and organize that information. It also advises with regard to the township's branding efforts.

4. New Business:

The Environmental Advisory Board is interested in identifying a Social Media Intern to manage their accounts. They are interested in any advice MCAB can offer to identify a candidate or general advice for managing social media accounts.

5. Announcements:

The Fall '20 edition of Whitemarsh Living has been sent to the printer.

WTV will soon be sharing an instructional Leaf Collection PSA

WTV is also working on developing a series of PSAs with the Fire Marshal's Office

WTV is finishing the second EAB PSA.

6. Adjournment
7. Next meeting:

Media Communications Advisory Board

Monday, July 27, 2020

Draft Meeting Minutes

CRATIN HARVEY LITZINGER-DRAYTON

TAYLOR HURLEY

BOS Liaison: MCCUSKER Staff Liaison: HALBOM

1. Call to Order

Ryan Hurley called the meeting to order at 7:18 PM

2. Approval of the January 2020 meeting minutes

Sharon motioned to accept the minutes as presented, Mark seconded the motion. It passed 4-0.

3. Old Business:

Board Discussion: Mission Statement

A hard copy of edits was used at the January meeting. As Lisa was not present at this meeting, a motion to table was made by Chris, seconded by Mark, and passed 4-0.

4. New Business:

- Print publications and the possible closure of *The Enterprise*. Mr. Halbom shared that after many years of publication, the Enterprise will be sold or possibly closing entirely. The Board discussed the limited alternatives available in local print media publication.
- Use of YouTube for Township videos. Mr. Halbom shared that WTV is working on new content, and will launch the YouTube channel in the coming months.
- CivicPlus update – Mr. Halbom discussed several changes and updates to the township website in the time since MCAB last met.

5. Announcements:

6. Adjournment

7. Next meeting: The Meeting was adjourned at 7:48 PM.