

NOTICE - WHITEMARSH TOWNSHIP

NOTICE IS HEREBY GIVEN the Whitemarsh Township Media and Communications Advisory Board Meeting will be held on July 27, 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/82211465002?pwd=cDhVZXZhOXMvc2NWA0I4TWIwSWoxQT09>

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 January 2020 meeting minutes

3. Old Business:

Board Discussion: Mission Statement

4. New Business:

- Print publications and the possible closure of *The Enterprise*
- Use of YouTube for Township videos
- CivicPlus update

5. Announcements:

6. Adjournment

7. Next meeting:

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

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

BOS LIAISON, McCusker ____ STAFF LIAISON, Halbom ____

DRAFT MEETING MINUTES

CALL TO ORDER

NOMINATION AND ELECTION OF CHAIR AND VICE-CHAIR

A MOTION WAS MADE BY RYAN HURLEY TO NOMINATE LISA LITZINGER-DRAYTON AS CHAIR, SECONDED BY SHARON HARVEY, THE MOTION PASSED UNANIMOUSLY.

A MOTION WAS MADE BY SHARON HARVEY TO NOMINATE RYAN HURLEY AS VICE-CHAIR, SECONDED BY LISA LITZINGER DRAYTON, THE MOTION PASSED UNANIMOUSLY.

ANNOUNCEMENTS

1. 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 – The Township 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 completed 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.

2. APPROVAL OF THE NOVEMBER 26, 2019 MEETING MINUTES

A motion was made by Ryan Hurley to accept the November meeting minutes, seconded by Lisa, the motion passed unanimously.

3. OLD BUSINESS

- Utilization of Google Analytics in lieu of Piwik – Township staff were in touch with CivicPlus and discussed this changeover. There is no cost difference, but our

account manager is changing. This will be discussed with our new account manager.

- Development of an MCAB mission statement – Lisa volunteered to prepare a draft mission statement for discussion at the next meeting.

4. NEW BUSINESS

5. PUBLIC COMMENT PERIOD

There was no public comment.

6. BOARD COMMENT PERIOD

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