

# **Media Communications Advisory Board Monday, February 25, 2019**

## **MEETING MINUTES**

1. Call to Order – the meeting was called to order at 7:00 PM

A bimonthly meeting of the Whitemarsh Township Media Communications Advisory Board was convened on Monday, February 25<sup>th</sup>, 2019 at 7:00PM in the Whitemarsh Township Building, 616 Germantown Pike Lafayette Hill, Pennsylvania.

**Members Present:** Sharon Harvey and Lisa Litzinger-Drayton

**Members Absent:** Mark Cratin and Crystal Taylor

**Also present:** Sean Halbom, Asst. Township Manager

### **2. Election of Chair and Vice-Chair**

Lisa nominated for President by Chris Taylor, second by Mark Cratin, passed unanimously.

Sharon nominated Vice-Chair by Chris Taylor, second by Lisa, passed unanimously.

### **3. Approval of November 2018 Meeting Minutes**

Motion to approve by Lisa, second by Chris Taylor.

### **4. WTV Status Update – Report provided by Stan Finegold, WTV Station Manager**

Sean reported that WTV is undergoing changes to update equipment. Lisa mentioned that EJ had been working on a grant with Comcast. That grant amounted to roughly \$30,000 in funding for WTV. Nate was able to find a Chestnut Hill Student who developed new editing stations for WTV that resulted in significant savings. That money can be put toward replacing other aging equipment.

The end-goal is to have a station that can prepare concise, informative material for the website, cable, and social media.

### **5. 2018 Fall/Winter Whitemarsh Living**

A printed final copy of the Spring '19 Whitemarsh Living was shared with the MCAB. Minor edits were made. The bid winner was Schank Printing of Conshohocken who has done good work in the past. They are a local business out of Conshohocken.

The board discussed moving to a paperless edition of Whitemarsh Living; however, we believe it would decrease readership. Printing costs came to \$6,785.50. The board agreed that was an excellent price. That does not include postage.

## **6. Announcements**

Website design is underway with CivicPlus. Timeline is expected to be 5-7 months, we requested a new POC from CivicPlus due to a lack of responsiveness from our original client services manager.

The MCAB agreed the current website is too busy, and too cluttered. The board reviewed some sample websites provided by CivicPlus. We intend to add new features like a constant contact system, and a forms page.

Social Media traffic was discussed. We know our Facebook page has the highest level of traffic from 6-8pm. We have just over 3,000 followers on Facebook. We are looking to put out more positive news and updates on the social media pages and website.

The Township Manager and Asst. Township Manager met with Tom Gailey, a communications consultant earlier today concerning the development of a communications strategy for the Township.

## **7. Public Comment**

No members of the public were present at this evening.

## **8. Adjournment**

There being no other items to discuss, the meeting was adjourned at 8:19 pm.

- 9. Next Meeting** – May 25<sup>th</sup> – MCAB discussed rescheduling this due to the Memorial Day holiday.