

Media Communications Advisory Board

Monday, August 5, 2019

Minutes

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:

Website Re-design update

Mr. Halbom supplied the board with an update of the website redesign. The project is reported to be on-schedule for launch by October, possibly ahead of schedule. New features include a centralized search field and a single area for all Township forms. The digital storage capacity has been doubled to allow for a complete years' worth of Board of Supervisors videos to be held on the site. The Township is considering switching to a free cite such as YouTube or Vimeo in 2020. Screenshots of the new site were shared with the MCAB members.

Environmental Advisory Board PSA Screening

The Board reviewed the Public Service Announcement created for the environmental advisory board. The MCAB members shared their satisfaction with the video and made suggestions for content and pointed out a typo.

Whitemarsh Living (Fall 2019 Edition)

Mr. Halbom provided an update on the progress of the bi-annual newsletter scheduled for release in October. This edition will feature space for advisory boards to discuss their missions and roles. This edition will also feature an "opt-out" for residents who wish only to access the newsletter electronically. Mr. Halbom also reported that 200 fewer editions were requested based on leftovers from the Fall.

4. New Business:

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

Mr. Halbom asked the Board to consider their role in the Township, their mission, and their objectives for future discussion. This conversation will allow us to take on projects that bolster the Township's ability to communicate effectively with residents and external organizations.

5. Adjournment

The meeting was adjourned at 7:37 PM.

6. Next meeting: Monday, September 23rd, 2019