

Media Communications Advisory Board

Monday, July 26, 2021

AGENDA

Meeting Link:

<https://us02web.zoom.us/j/83179842188?pwd=a1Y5cEhOdWI4dDRUekVVOTMvUTlhUT09>

___ CRATIN ___ HARVEY ___ Vacant

___ TAYLOR ___ HURLEY

BOS Liaison: MCCUSKER ___ Staff Liaison: HALBOM ___

1. Call to Order
2. Approval of the May 2021 meeting minutes.
3. Old Business:

Social Media Contests – MCAB will continue their discussion for potential summer contests.

Assistance to other Boards – MCAB was thanked for their past assistance from the EAB at their July 19th meeting. EAB is currently working on a social media campaign. Past MCAB member Lisa is spearheading that effort and may be in touch.
4. New Business:

Chair Hurley and Sean met with the Township Manager, WTV staff, and an A/V vendor to discuss meeting room upgrades. The upgrades would include HD video and audio to the meeting room, a “Zoom Room” capability, and potentially, the ability to stream advisory board meetings when held in the meeting room.
5. New Content Review – Since the March meeting, WTC has produced the following:
 - Fence and Shed PSA (Zoning Department)
 - Downed Wires PSA (Fire Marshal)
 - Underway: Two-Part Video for Tree Giveaway (Selecting a Location, How to plant a tree).
6. Announcements:
7. Adjournment
8. Next meeting: July 26, 2021