

Media Communications Advisory Board

Monday, July 25, 2022

AGENDA

Meeting attendance is available through Zoom or In-Person at the Township Building:
<https://us02web.zoom.us/j/82844826811?pwd=L1p2SSStWQ3Z2NmU2b2hEL1d2OEZwUT09>

___ CRATIN ___ HARVEY ___ PEDICINO ___ TAYLOR ___ HURLEY

BOS Liaison: MCCUSKER ___ Staff Liaison: HALBOM ___

1. Call to Order
2. Approval of the March 2022 meeting minutes.
3. Old Business:
 - Township Website Contract: Contract with CivicPlus (Website Host) ends March, 2023. The Township has received a one-year renewal offer at the existing price point.
 - Meeting Room Upgrades: The microphones have once again been delayed. We are working with our contractor to identify new microphones to complete the project.
4. New Business:
 - Website Discussion: The Notify Me feature has not been utilized lately. The MCAB will discuss potential options with the feature as well as touch points with the Whitemarsh Weekly, Email/Text Alerts, and social media use.
 - Social Media Update: The MCAB will review recent social media traffic and ways to track analytics. The MCAB will also discuss Road Closure announcements made across social media and the Township website to identify possible improvements to our communication plan.
 - Tree Giveaway Update: The Shade Tree Commission is in the midst of the 2022 Tree Giveaway. Mr. Halbom will summarize the advertising efforts which included an online fillable form this year. To date, about 175 applications have been received.
5. Announcements:
6. Adjournment
7. Next meeting: September 26, 2022

Media Communications Advisory Board

Monday, March 28, 2022

Minutes

Meeting attendance is available through Zoom or In-Person at the Township Building:

CRATIN HARVEY PEDICINO TAYLOR HURLEY

BOS Liaison: MCCUSKER Staff Liaison: HALBOM

1. Call to Order: 7:21PM
2. Approval of the January 2022 meeting minutes.

Sharon Harvey motioned to accept the minutes as-presented, Mark Cratin seconded the motion and it passed 3-0, with John Pedicinos abstention due to his absence from the January meeting.

3. Old Business:

Chair Hurley offered ways for the MCAB to source testimonials about living in Whitemarsh. The MCAB received a reservation for a booth, and the board members were invited to participate if they are available. Chair Hurley offered ideas including use of a tablet survey, raffle prizes, and asked the board members for suggestions.

Mark Cratin asked which restaurants are regular donors. A few local restaurants were discussed. The board discussed dividing up assignments to contact local businesses for support. The MCAB also discussed a small budget request for the following year to assist with events like Township Day.

The MCAB discussed ideas for a survey tool at Township Day. They discussed automatic enrollment options for the weekly newsletter as an option for surveyors. Sharon Harvey asked if the survey would be limited to residents. Chair Hurley replied that he thought it should be open to all residents from the immediate area, not just residents.

Chair Hurley asked the MCAB if there were any remaining concerns for Township Day. Mark Cratin asked if a google form would be used for the survey tool. Chair Hurley replied that was the most likely option.

Mr. Halbom reported the Township Website contract would expire on March of the following year. He is gathering quotes for an extension of service or new contract term.

4. New Business:

Mr. Halbom noted there was a one week interruption in the Comcast broadcast for WTV. This was caused by a sprinkler leak that destroyed some electronic equipment. The issue has since been addressed and the broadcast is back up.

Mr. Halbom reported that Whitemarsh Living was mailed last week. He stated this was the first time they had to drastically reduce content, even after moving to a full 40-page print. WTV released a longer digital copy that included all 48-pages engineered by requesting agencies. He reported that next year we will have to ask folks to reduce content, or print larger and more expensive documents.

Mr. Cratin asked what the added expenses would be. Mr. Halbom replied the costs come two ways; in postage due to the added weight, and the extra pages which needed to be added in four-page increments.

Chair Hurley asked when the publications will arrive at doorsteps. Mr. Halbom replied likely the second week of April. The digital edition would print Thursday this week. Chair Hurley asked how the edition could refine content to reduce space and keep the page count as-is. Mr. Halbom replied that requests are asked to be submitted in word form so WTV can fit in content where needed, but that content is often submitted in the same format it has traditionally been submitted in. Chair Hurley shared the challenges with stale links in PDF submissions but shared that there is still time to plan for this prior to the next printing.

Meeting Room Upgrades:

Mr. Halbom reported that the TVs arrived for the meeting room upgrades. He reported the upgrades should be completed by the end of the week; however, the new microphones are being held up due to supply chain issues. Everything else will be installed in the meantime and the final parts will be installed once they arrive. Once the project is completed, the Township should have much better hybrid meeting capabilities.

Chair Hurley asked if there would be interest in an event feedback form. He asked if Parks and Rec has any plans to release such a document. Mr. Halbom suggested a link in the weekly would be a great way to reach folks for a post-event document. Mr. Halbom asked Tom Gailey if that was possible, he shared that it was. He also shared that about 1,500 emails are opened each week of the three thousand or so that are sent.

Tom Gailey, the Township's Communications Consultant introduced himself to the MCAB. He shared that his firm has been assisting the Township for about three years. They produce the Weekly newsletter, manage social media, and help with website management in addition with assistance in general messaging. Tom is the former Public Information Officer at Upper Merion and represents five other communities in this area.

The MCAB thanked Tom and his team for their great work. Chair Hurley extended an open invitation to Tom to share his thoughts with the MCAB and stop by the meetings.

5. Announcements:

6. Public Comment:

There was no public comment.

7. Adjournment:

Chair Hurley motioned to adjourn the meeting, Mark Cratin seconded the motion, it passed 4-0. The meeting was adjourned at 7:53PM.

8. Next meeting: May 23, 2022