



WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD

Minutes for March 21, 2022

The regular meeting of the Warrington Township Communications Advisory Board was held on March 21, 2022, 7:06 p.m. at the Warrington Township Building and via Zoom. The members in attendance were James Calore, Chairman; Curt Wise, Vice-Chairman; and Michael G. Starner, Member. Supervisors Vanessa Maurer and Dr. Michael Diorka were present in addition to Jacklyn Wilson, Communications Manager.

PLEDGE OF ALLEGIANCE

Mr. Calore called the meeting to order with a pledge to the flag.

Welcome New Board Liaisons/ Introduction

Vanessa Maurer, Board of Supervisor

Michael Diorka, Board of Supervisor

During the introduction, the Communications Advisory Board had the opportunity to explain the history and evolution of going from the Cable Advisory Board to the Communications Advisory Board. The board prides on franchise agreements and has a great knowledge of the cable industry.

ELECTION OF OFFICERS

1. Tabled for Monday, May 16, 2022.

APPROVAL OF MINUTES:

1. November 15, 2022

- a. A motion was made to approve the minutes of November 15, 2022 by Mike Starner and seconded by Curt Wise.

OLD BUSINESS:

2. Public Access Channel Update

- a. New equipment arrived in December 2021 for InfoVue. InfoVue is an upgraded platform run by our current vendor, TelVue. The equipment is scheduled to be installed by TelVue on Tuesday, March 29, 2022, followed by training.
- b. Mrs. Wilson verified with the board that the current equipment setup is a decade old and other pieces of the equipment may need to be updated to do live streaming on the public access channel. Currently, meetings are live via zoom on the computer.

3. Archive social – tabled as Tom Whelans was going to follow up.

NEW BUSINESS:

4. 2021 Annual Report

- a. Scheduled to present to the Board of Supervisors on April 12, 2022.
- b. Mr. Starner recommended that all board agendas or at least the BOS agendas get produced via email. Topics such as information made would be valuable to have our CAB members review. Things such as planning a new building like the community room would be a great time to get expertise from CAB. Mr. Diorka explained that the ad-hoc committee for the Community Room Task Force would like to have technology in the building, solar panels ect. Mr. Calore provided some suggestions of locations where solar panels would be functional.

5. Confirm CAB's mission statement, including the Ordinance that established CAB.

- a. *The mission of the Warrington Township Communications Advisory Board is to promote, enhance and improve media, technology, and communications strategies to engage Township residents and businesses.*

6. Create short-term goals (1-2 years) and long-term goals (3-5 years) and indicate Township resources (personnel, finances, ect) needed to achieve these goals.

- a. The Communications Board has an extensive background of expertise in technology. Dr. Diorka questioned goals to produce more communications. Currently, the township has an email list set up with Mailchimp to produce the Monthly electronic newsletter. The website also offers a space to get information for specific Conditional Hearings and the capability to produce email groups for more information on specific topics. For emergency notifications, residents can sign up for emergency alerts.
- b. Apply the goals presented from a 2021 presentation and add on to it.
- c. Mr. Starner mentioned the franchise agreements and requested to see the recent agreement for review at the next meeting. The franchise agreement would help drive new revenue streams, save money or find ways to communicate better both as a board and for the residents.

7. Plan for future website update

- a. Websites like technology evolve and get outdated. Refreshing 3-4 years could be feasible to keep the pages update to date with design and technology.
- b. The Board recommended creating a list of options the administration would need them to utilize when looking for a new website design.

BOARD COMMENTS

- Scheduling of next CAB meeting including confirmation of regular meeting schedule. The CAB meets every other month on the third Monday. The remaining 2022 schedule will be as follows:
 - a) Monday, May 16, 2022
 - b) Monday, July 18, 2022
 - c) Monday, September 19, 2022
 - d) Monday November 21, 2022
- Franchise agreement do we get paid quarterly?
 - Mr. Starner requested regular updates for each meeting in order to keep track of how much the Township has made over last two years in Franchise Fees.

ADJOURNMENT

- a.** Mr. Starner made a motion to adjourn the meeting at 8:50 PM, was seconded by Mr. Wise, and the motion was approved unanimously.