



# WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD

Minutes for July 17, 2023

The regularly scheduled meeting of the Warrington Township Communications Advisory Board was held on July 17, 2023, at 7:00 p.m. at the Warrington Township Building in the Neshaminy Meeting Room and via Zoom. The members in attendance were James Calore, Chair; Curt Wise, Vice Chair; Mike Starner, Member and Tom Whelans, Member. Present was Jacklyn Wilson, Communications Manager.

**The meeting was called to order at 7:08 pm with the Pledge of Allegiance.**

## Approval of Minutes

1. There were no minutes available for approval. The minutes for March 20, 2023, will be available for the September 18, 2023, meeting.

## Old Business

2. YTD Franchise Fee Data
  - a. Mr. Starner and the members reviewed quarterly data provided by the Warrington Finance Department with five years of intel. The board noticed a trend of decreasing funds over the course of time.

After analyzing the 5 years of data, they discussed the idea to present a statement on the trending data to Barry Luber, Township Manager, and notifying the Board of Supervisors of the decrease and what that means to the Township.

The funds of the Franchise Fee Revenue are for the management of the right of way. With these funds declining the finances must be made up somewhere in the difference. Planning now for future budget years will be beneficial to not have as big a risk for loss.

The Communications Advisory after discussion, made a recommendation for Barry Luber, Township Manager to review the last 5 years of data and apply a percentage to the loss of Franchise Fee Revenue that will need to make up somewhere. The Communications Advisory Board, factored in the time frame of new construction providing an increase in residence and the rates are still on the decline.

## New Business

3. **Website Refresh**
  - a. Mrs. Wilson gathered information from several companies and compiled the final list of four possible Vendors to build out a new website platform. Mrs. Wilson provided information from Catapult, Civic Plus, Granicus, and Revize as

potential companies that offer growth to a new website platform. The Communications Advisory Board provided insight to review the companies and ensure the Township will have the opportunity to seek all the options that we may need. Mrs. Wilson will reach out to references of each company in the upcoming week.

#### **Board Comments**

4. Mr. Calore suggested writing an article and communicating with the residents about the upcoming website refresh to communicate the project.
5. Remaining meeting dates of 2023:  
Monday, September 18, 2023  
Monday, November 20, 2023

#### **Adjournment**

At 7:56 pm Mr. Starner made a motion to adjourn the meeting, seconded by Mr. Wise.