



## Warrington Township Communications Advisory Board

Meeting Minutes  
Monday, September 26, 2011

The regular meeting of the Warrington Township Communications Advisory Board was held and called to order at 7:32 pm on September 26, 2011 at the Township Building located at 852 Easton Road, Warrington, Pa 18976. The members present were as follows:

Steve Filipe	Chairman
Michael Starner	Member
Joan DelFarra	Member
Curt Wise	Member
Timothy Tieperman	Township Manager
Jacklyn A. Wilson	Communications Technician

**Introduction of New Board Members:** The Communications Advisory Board welcomed two new members to the board, Joan DelFarra and Curt Wise.

**Approval of Minutes:** The minutes of July 18, 2011 were tabled until the next meeting.

**New Business – Photo Contest:** The premises of the contest is to attract more residents to the website in hopes to gather more interest and sign-ups for community events. Moreover, hosting a photo contest is beneficial as photograph submissions to the Township would get the community involved as well as opportunity to publish more photos on the Township website for all to enjoy. As residents signed up for the contest, there is a great opportunity to gather more emails from the residents. The emails generated to send out electronic newsletters and notices to residents at a cost effective way to market activities, meetings, and important notices from the Township. Emails will not be sold or used for no other use other than news generated by the Township.

Furthermore, Mrs. DelFarra offered her experience to assist in generating rules and regulations for the contest. As partaking in a similar contest in the past, she has information to utilize as a guideline and will develop a draft to give to the Communications Advisory Board.

In addition, to retrieve photos for the Township, Mrs. DelFarra suggested the idea to consider a high school student or an intern that may need course credit take the photos for the Township to accomplish a project for the student as well as obtain pictures that would be eligible to post on the website and TV.

**Revenue Source:** Mr. Starner had a brief discussion with Mr. Tieperman as Mr. Starner explained his concern of cable revenue to decrease in the future. Mr. Starner pointed out that as internet base businesses develop and produce televised shows and movies the revenue collect from local cable companies such as Comcast and Verizon will decrease in revenue the Township collects. Eventually fees will go down with all of the competitor online based information or online sources can't be taxed for revenue. Mr. Tieperman confirmed that with FIOS more people got away from dishes; therefore, the revenue increased and at this time the cable companies' revenue source is not a concern at this time.

**Audio/ Video Project Proposal:** Mr. Tieperman confirmed that the smart board is approved with power point presentations capabilities and will be up and in approximately a month the system will be set up for the Emergency Operations Center (EOC). This equipment may be tied into the A/V equipment that will be needed for recording BOS meetings.

Mr. Starner informed the board that the questionnaire completed at the July meeting was submitted to Prime Audio Video and an appointment will be set up to perform an analysis of the meeting room. The analysis will determine what type of materials would be needed to set up the meeting room for recording and streaming township supervisor meetings on the public access channel and website. Once the analysis takes place the board can utilize the recommendations in conjunction with the ways other municipalities record meetings and complete a proposal for submission to the Board of Supervisors. The board hopes to finalize the proposal at the next Communications Advisory Board meeting of November 28, 2011.

**Website Update:** Mrs. Wilson informed the board that the website was refreshed upon their recommendation. In addition, Mr. Tieperman also worked with a Facebook specialist to put together a social media page for the Administration. In doing so, he retrieved a URL for entering the page at [www.facebook.com/warringtontownship](http://www.facebook.com/warringtontownship) . The next step will be to get a Facebook link to the home page of the Township website.

**Future Agenda Topics:** The next Communications Advisory Board meeting is set for September 26, 2011.

- 1) Discuss goals for the year of 2012

**Adjournment:** Mr. Filipe made a motion to adjourn the meeting at 8:45 pm as Mr. Starner second the motion.