

Lower Makefield Township
Electronic Media Advisory Committee
December 9, 2010
Meeting Minutes

Present:	Zachary Rubin, Chairman Joseph Ader Lisa Gage	David Kelliher Dennis O'Brien Joshua Waldorf
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The December 9, 2010 meeting of the Electronic Media Advisory Committee was called to order by Chairman Rubin at 7:30PM. Mr. Rubin welcomed Mr. Ader, a new EMAC member, to the meeting.

Approval of October 14, 2010 EMAC Minutes – The October 14, 2010 minutes were approved unanimously, as written.

Update of the LMT Website – Chairman Rubin introduced Mr. Michael Spillane, who is currently Creative Director at United Health Care in Princeton and has his own web design business. Mr. Spillane had been invited to present to the EMAC after completing an RFP on updating the LMT website. He presented a portfolio with samples of his work and his ideas for LMT's website and answered questions about what would be possible under an updated website. His cost would be \$5,400 to update the website only, with no other fees. Asked about training LMT staff to use the new website, he offered to do a few hours of training on-site, at no additional cost.

Mr. Rubin thanked Mr. Spillane for coming and explained that after the BOS meeting next week, when the 2011 budget will be passed, the EMAC will have a better idea of how much money is available.

Hardware and Software for BOS Meetings – Mr. Kelliher had done considerable research on available hardware and software that could enhance and update the LMT website, cable channel and BOS meetings. After providing an overview, he suggested that the priorities, in order, should be:

- Enhancing the website - \$6,000.00
- Archiving Board of Supervisors meetings - Swagit would encode and index two meetings a month and have them ready to go live the day after the meeting for \$250.00/month
- Bulletin Board (WEBUS) – a standalone bulletin board system that would provide more creative content for the cable channel and immediate access to change - \$4,500
- Tricaster Video Switcher – an all in one unit that includes streaming, encoding and character generator - \$14,000

After Mr. Rubin's presentation to the BOS meeting in November, in which he asked for \$46,000 to update and enhance LMT's media, he was told that \$20,000 could be taken from the capital fund for that purpose. He will attend the December 15 BOS meeting and be prepared to speak out in support of allocating the \$20,000 for electronic media enhancement if it appears that the money might be taken out of the budget. The consensus of the Committee was that they would recommend that Michael Spillane be hired to update the website, if the money does remain in the budget. In that case, the EMAC will meet in January; if there is no money available, the next EMAC meeting will be in February.

Problems with Comcast's Broadcasting of BOS Meetings – Mr. Fedorchak had contacted Mr. Kelliher regarding problems with the Comcast modulator at BOS meetings. Mr. Kelliher talked to Mr. Robert Smith, LMT's Comcast Liaison, who said that someone would contact him; to date, no one has.

With no old or new business to discuss, the meeting adjourned at 8:55PM. The next meeting of the EMAC was tentatively scheduled for January 11, 2011, at 7:30PM, at the LMT municipal building.

Respectfully Submitted,

Jeanne Bray, Recording Secretary