

Lower Makefield Township
Electronic Media Advisory Committee
November 8, 2012
Meeting Minutes

Present: Zachary Rubin, Chairman
Joseph Ader
David Kelliher
Pete Stainthorpe
Joshua Waldorf

Absent: Lisa Gage, Dennis O'Brien

Approval of November 8, 2012 EMAC Minutes – The minutes were approved unanimously, as written.

Bill Kyle, LMT Webmaster – Bill Kyle was unable to attend the meeting. Mr. Rubin reported that Mr. Kyle's job is not to upload content. He is called if there is a problem with the website and he is responsible for posting links to documents.

The group commented on website problems that they have noticed, including:

- Lack of uniform format among the departments/committees (Mr. Waldorf will review and offer suggestions for improvement)
- The calendar appears to be incomplete, with some entries out of date, and contain only meetings/events that are held in the Township building
- Too much space between some items
- Community events – what should be included, and what is format for submission
- Power Point should be in PDF format
- Someone needs to keep the content fresh
- The wording at the top doesn't display on mobile devices

It was agreed that Mr. Fedorchak should be invited to the January meeting so that he can tell us what he would like to see in the website, and we can share our concerns with him. Mr. Rubin will send him the agenda prior to the meeting. If there are additional concerns, in the meantime, the Committee members should send them to Mrs. Bray for inclusion in the list.

Communications during Emergencies – Bucks Alert is used for County-wide emergencies, using text messaging as well as communicating by computer. We have a Bucks Alert link on the website, and will discuss with Mr. Fedorchak at the January EMAC meeting. At the Township level, Chief Coluzzi is our emergency contact. The BOS is working on improving our emergency procedures. Currently, if there is a power outage in the building, the cable channel has to be manually reset on site. It was suggested that we use Facebook but it was felt that we first need to do a better job of monitoring the website. It was also suggested that we take advantage of Twitter; Mr. Fedorchak will be asked to set up a Twitter account.

Cable Outages During Storms – Mr. Rubin believes there should be technology to keep phones working during storms and that we should ask Verizon and Comcast to update their batteries. He mentioned that Comcast will reimburse people for the time they lost during Hurricane Sandy. Bob Smith will be

invited to the March meeting so that he can provide more information on the steps Comcast takes in an emergency.

Old Business – The LMT Veterans Parade was videographed. Mr. Kelliher has not received the video yet; when he does, he will put it on the cable channel.

New Business – Mr. Stainthorpe was approached again about the possibility of airing Morrisville Presbyterian Church services on our government access channel. It was agreed that government access should not be used for religious services, but that, once we have a public access channel, we might reconsider.

With no further business to discuss, the November 8, 2012 meeting of the Electronic Media Advisory Committee was adjourned at 8:40PM. The next meeting of the EMAC will be held at 7:30PM, at the LMT municipal building, on January 10, 2013.

Respectfully Submitted,

Jeanne Bray, Recording Secretary