

Lower Makefield Township
Electronic Media Advisory Committee
March 20, 2014
Meeting Minutes

Present: Zachary Rubin, Chairman Lisa Gage
Jeff Benedetto, BOS Liaison Joshua Waldorf

Absent: David Kelliher

Also in attendance was Robert Smith, Vice President, Community Investment, Comcast.

The March 20, 2014 meeting of the Lower Makefield Township Electronic Media Advisory Committee was called to order at 7:30PM.

Bob Smith, Vice President, Community Investment, Comcast – Mr. Smith was invited to attend the EMAC meeting to give his insights into the problems LMT experienced during the last big storm as well as to update the EMAC on Comcast and to speak about the EDC. Some points he made about the storm were:

- Trees that fall on power lines are the responsibility of the owner of the property on which the trees stand. Mr. Smith's understanding is that PECO has the right to trim trees in the case of imminent risk.
- He said the vast majority of poles are owned or managed by Verizon, with PECO also owning some.
- With regard to questions about the hierarchy in which the work gets done, the power company does their work first, followed by the phone company which owns the pole, and the cable company is last.
- He indicated that there is good coordination among the utilities. During the last ice storm, there were war rooms set up, with representatives from each utility imbedded.
- Since Hurricane Sandy, Comcast has bought thousands of generators, as well as a trailer for gas, to allow them to keep gas in the generators.
- There are times when the cable seems to be out, when the real problem is that the residential power is out.

Mr. Smith reported on what is new with Comcast:

- There have been channel moves, which are made because networks make changes.
- He spoke about server farms, in which content is stored in a "cloud" with vast capacity.

- X1 – they are on the second generation of X1, which remembers the last ten shows you watched. They think this will generate additional video customers. It is a great retention tool and an opportunity to bring people back.
- Security is a very big item for Comcast.
- Mr. Smith doesn't think that the purchase of Time Warner will have much impact locally. Comcast will still only own 30% of the multi channel video market.

Mr. Smith talked about Comcast's Internet Access Initiative for low income families, which provides low cost high speed internet to households which are eligible, based on the means test of eligibility for free national lunch. Some restrictions are that they cannot have had Comcast for at least three months, there can't be past debt owed to Comcast, or have any equipment that was not returned to Comcast. In identifying the eligible families, 80% of Philly qualify, and 14% of Pennsbury.

Mr. Smith spoke about the Economic Development Commission:

- The EDC is trying to make sure that LMT is part of the discussion when companies are looking for Class A office space.
- They are using collateral material on the website, as well as a LinkedIn page and tweeting to get the word out.
- He invited everyone to follow them on twitter.
- The closing of Lockwood Martin in Newtown will impact 800 employees, some of whom live in Lower Makefield.
- BPG just merged with another company; they may ask for a zoning change.
- EDC is recruiting new members.

Discussion of Video Project Proposal: LMT Community Clips – The EMAC congratulated Ms. Gage on the presentation she and Ann Schreiber gave to the BOS, who voted to approve the proposal. Ms. Gage and Ms. Schreiber have identified six clips: opening day at the pool, a profile on the Makefield Highlands Golf Club, the Garden of Reflection, Firefighter awareness, and in November/December, the Veterans Monument and, in April, the ceremonial opening day of PAA.

With no new or old business to discuss, the March 20, 2014 meeting of the Electronic Media Advisory Committee was adjourned at 8:45PM. The next meeting of the EMAC will be held on May 8, 2014, at 7:30PM, in the LMT municipal building.

Respectfully Submitted,

Zachary Rubin, Chairman

