

Lower Makefield Township  
Cable Advisory Board  
Minutes  
January 8, 2009

Present: Zachary Rubin, Chair  
Marilyn Bydalek  
Deborah Gable

Dave Kelliher  
Pete Stainthorpe, Supervisor Liaison

The January 8, 2009 meeting of the Cable Advisory Board of Lower Makefield Township was called to order by Chairman Rubin at 7:30PM.

The first order of business was the approval of the minutes from the November 13, 2008 meeting. The motion to approve the minutes as written was made by Dave Kelliher, seconded by Marilyn Bydalek, and approved unanimously.

Zack gave an update on the decision of the Zoning Hearing Board concerning Comcast's installation of above ground pedestals. The ZHB determined that LMT does not have the right to deny Comcast the permits which will allow them to continue installing the above ground pedestals. Lower Makefield had 30 days to appeal and have done so; the case will go to Common Pleas Court.

Matt Maloney is the new Chair of the LMT Board of Supervisors. He has indicated that making the LMT web site more interactive will be one of his major initiatives. Zack indicated that the primary function of the CAB is to manage Cable providers, not the web site, but feels that enhancing the government channel does fall within the Committee's charge. He feels the CAB should concentrate on enhancing the channel and postpone a discussion of public access on Verizon until a future meeting.

There was considerable discussion of what type of content should be added, whether the channel could be opened up to advertising, and whether the CAB should advocate using some of the franchise fee revenue the Township receives from Comcast and Verizon, \$504,000 in 2008, for that enhancement.

It was agreed that it would make sense, as a first step, to use the cable channel as a marketing opportunity for Township and community organizations, committees, etc. Once that is up and running, we could consider opening it up to commercial establishments, and that could lead to the possibility of offering advertising. Zack will contact Donna Liney, Director of the LMT Parks and Recreation Department, and Frank Draper, Chair of the Golf Course Committee, about attending their next meetings. There was discussion of getting video PSAs from the participants; Dave does not think these entities will have PSAs but that pictures or slides can be used instead. Zack's goal in attending the meetings is to find out what pictures or slides they have available. Dave feels that each potential participant should receive the LMT guidelines first so that they are able to provide their pictures in the appropriate format. Dave suggested that, for marketing purposes, the photos go on the web site also, for a consistent message. Zack asked about pictures of historical buildings; it was felt that there are some available. The Heritage Conservancy took pictures and the Historical Commission is trying to track

down pictures for use in updating a book that was done some time in the 1970s. Dave has pictures of Mr. Paterson farming his land.

Zack feels that the CAB should go to the Board of Supervisors and ask for money, even though the budget was finalized and approved already. Pete said that, conceptually, that is a good idea but will be a hard sell in the tough economic times we are experiencing. Marilyn suggested that they show what they can do first before asking for money from the BOS.

Dave was asked how much it would cost to get public access with Verizon in place and he said \$7,000 for the equipment, which would include an automated playback system Leightronix-Mini T; interfaces with DVD players and computer; video monitors; and rack mounting.

Dave raised the issue of enhancing the video for the Board of Supervisor meetings. He said that, when someone is watching a meeting now, they can't tell if it is live or a replay. For \$3,000-\$4,000, a character generator could be purchased which would identify the person speaking, as well as the main players' names and the main topics. As a topic is being discussed, it could show up on the screen. At this point, our character generator is Power Point. Marilyn asked about putting the agenda up; Dave said there is so much back and forth, that may not work. She suggested that they at least print up tent name cards and use those until the character generator is available.

Dave mentioned that the police department has some emergency grant money that could, perhaps, be used to buy a system that could create graphics. Zack will meet with Chief Coluzzi to ask him for any ideas for emergency management capabilities on the channel. If they come up with some good ideas, Comcast and Verizon could be brought in to see what they can do.

Dave will talk to Matt about his plans to get video to the web site.

The next regularly scheduled meeting of the Cable Advisory Board of Lower Makefield Township will be held on Thursday, March 12, 2009, at 7:30PM, in the LMT municipal building. Dave moved to adjourn the meeting at 8:40, and Marilyn seconded.

Respectfully submitted,

Jeanne Bray, Recording Secretary