

Lower Makefield Township  
Electronic Media Advisory Committee  
February 10, 2011  
Meeting Minutes

Present: Zachary Rubin, Chairman  
Joseph Ader  
David Kelliher  
Dennis O'Brien  
Peter Stainthorpe, BOS Liaison

Absent: Lisa Gage, Joshua Waldorf

Mr. Rubin called the February 10, 2011 meeting of the Electronic Media Advisory Committee to order at 7:30PM.

Approval of Minutes – The minutes of the January 13, 2011 meeting of the Electronic Media Advisory Committee were approved unanimously, as written.

Robert Smith, VP, Government Affairs, Comcast – Mr. Smith was in attendance to give his annual update on Comcast. He noted that his job with Comcast has changed, though he remains LMT's day to day point person. He provided information on Comcast's merger with NBC Universal and on Xfinity TV and discussed two new Comcast initiatives, Constant Guard Bot Detection and Notification and Missing Kids on Demand. Mr. Kelliher asked if Comcast has a cap on bandwidth; Mr. Smith gave him a website to check, and asked Mr. Kelliher to let him know if he needs further information. Mr. Kelliher also asked about the status of public access. Mr. Smith said that Comcast is planning a pilot program.

Updating of the LMT Website and Cable Broadcasts – Mr. Rubin told Mr. Smith that LMT, with the help of the EMAC, is moving forward on updating the website, and he believes this will provide advertising opportunities for local businesses. Mr. Smith, who is Chairman of the Economic Development Commission, explained that the EDC's mission is not to act as a chamber of commerce or to establish a local business group, but rather to support local businesses by bringing them together, enhancing their profile in the community and encouraging residents to buy locally. Mr. Rubin asked how the EMAC, using the new website, can support the EDC mission. Mr. Smith said he believes keeping the LMT office buildings fully occupied is the number one priority. He also thinks it is important that the Township appear welcoming to businesses, and suggested that we need to determine why people move their businesses here. The EDC will put a fact sheet together. Mr. Smith also talked about an online map highlighting local businesses that he will present to the Board of Supervisors in March; the Township will work on this with the same company that provided the paper map in 2009.

Mr. Rubin gave an update on the BOS meeting at which he presented the proposal for purchase of hardware and software to upgrade LMT's media. All four items were approved, for a total cost of \$27,113. He reported on the status of each of the four items:

- Redesign Website – Mr. Fedorchak and Mr. Kelliher have met with Mike Spillane, who will be doing the redesign.
- Archive and Index BOS Meetings Online – The contract has been forwarded to Mr. Fedorchak and David Truelove, Township Solicitor.

- Update governmental channels hardware and software – contract signed and equipment ordered.
- Update broadcast equipment to include a character generator and real time encoding – have to get bids.

Mr. Kelliher is working with Township staff and suggested that there may be hardware issues that need to be addressed at some point. Mr. Stainthorpe suggested that the primary role of the EMAC in this process is to communicate with the public.

With no further business to discuss, the February 10, 2011 meeting of the Electronic Media Advisory Committee adjourned at 9:30PM. The next meeting of the EMAC will be held on April 14, 2011, in the LMT municipal building, at 7:30PM.

Respectfully Submitted,

Jeanne Bray, Recording

Secretary