

Lower Makefield Township
Cable Advisory Council
Meeting Minutes
September 10, 2009

Present: Zachary Rubin, Chair
Marilyn Bydalek
Dave Kelliher

Pete Stainthorpe, Supervisor Liaison
Joshua Waldorf

The September 10, 2009 meeting of the Cable Advisory Council of Lower Makefield Township was called to order by Chairman Rubin at 7:30PM. He informed the Council that Deborah Gable, a member of the CAC, had resigned.

Approval of the Minutes of the May 14, 2009 Meeting – The minutes were unanimously approved, as written.

John Strasser, Verizon Franchise Manager – Mr. Strasser, who is the liaison between Southeast Pennsylvania franchisees and Verizon Acquisition, had planned to attend the meeting, along with an engineer, but had a conflict. He did provide Zack with an update on their progress in meeting their installation obligations. 85%-90% of the building in the initial service area is completed; they expect 100% to have been completed by the time of their deadline, which is November 15, 2009. 20%-30% of the building in the extended service area, which is defined as anything not in the initial service area, has been completed. The deadline for completion of residences in the extended service is 2016, and for businesses, it is 2011. Zack raised the question of whether there are consequences for Verizon if they don't meet their obligations, and, if so, what those consequences are. Zack will invite Verizon or Comcast to attend our next meeting.

Template for the Government Access Channel – Dave reported that he created a lower third LMT logo to appear on LMT screens on the Government Access channel, to generate easier viewing identification. He also drafted a template to be used by advertisers on the channel, that includes space for who, what, where and when and contact info but limited space for descriptive information. He had done it this way, thinking that people who had an interest in a particular ad could call or e-mail the advertiser to get further information. His objective with this format was to limit the time the Township staff has to spend editing submissions to the GA channel. The Council members expressed some concern that interested residents wouldn't take the additional step of getting more information. Zack asked if there could be a box, with limited space, for more information. Pete suggested that people could perhaps have a second page if needed. Dave said that Lower Bucks Cablevision had a form which could be e-mailed; he will see if he can get it from them. Josh will check with the graphic designer in his office to see if he can give the CAC information on developing a text box that is locked in. Josh will check with the engineer on this, as well. It had been discussed at a previous meeting that high school students might be able to help with this, but Terry Fedorchak was not in favor of that idea. As soon as a template is designed, Zack will get it out to Donna Liney.

Board of Supervisors Plan for Upgrade of Computer Network – Dave has set up a meeting between Terry Fedorchak and a vendor, to talk about a \$5,800 unit that could replace the Power Point, which is currently being used by the Township. This unit would be much more flexible, and would allow changes to be made to the screen, through the internet, from off-site. Dave will ask, at the meeting, whether this unit can also be used as a character generator, to add identifying information to the videos of meetings, as they are being broadcast.

Pete mentioned that a suggestion was recently made that LMT should reduce use of paper by having those Township committees, which meet often, go paperless. The information could be on a server accessible at home and in meetings. The Supervisors and committee members would be able to call up files while in meetings. It was also suggested that the Supervisors should be given laptops, though Pete had gotten some negative feedback about spending money on laptops, when the budget is so tight. The cost for the equipment would be \$8,000-\$10,000; Pete thinks a case needs to be made that, in the long run, this would save money.

Zack mentioned that three months ago, at a BOS meeting, there was discussion of www.readynotifypa.org, which is being used by Bucks County to immediately contact residents during a major emergency, by using the Roam Service Alert. Zack suggested that we should do a write-up on this system to submit to the Fall LMT newsletter. Marilyn offered to take care of that, and to put together some additional information on the CAC and its mission and responsibilities, to be submitted to the newsletter. Josh will write the mission statement. Jeanne will contact Connie Gruen, who does the LMT newsletter, to find out if there is still space available and what the deadline is for submission of articles.

There was discussion of putting the newsletter on-line and developing a database of e-mails. Zack will talk to Matt about using the web to gather e-mail addresses.

Old Business – Zack suggested that a discussion of the public access channel should be tabled.

It was agreed that the CAC should continue to meet every other month. The next meeting will be held Thursday, November 12, 2009, in the LMT Municipal Building, at 7:30PM.

There being no new business, the meeting of the Cable Advisory Council was adjourned at 8:30PM.

Respectfully Submitted,

Jeanne Bray, Recording Secretary

