

Lower Makefield Township
Electronic Media Advisory Committee
March 11, 2010
Meeting Minutes

Present: Zachary Rubin, Chairman Peter Stainthorpe, Supervisor Liaison
 David Kelliher Joshua Waldorf

Absent: Marilyn Bydalek

Also in attendance: Denise Rolfe, MidAtlantic Sales Manager, Telvue

The March 11, 2010 meeting of the Electronic Media Advisory Committee was called to order by Chairman Rubin at 7:30 PM. Mr. Rubin noted that the LMT Board of Supervisors approved changing the name of the Cable Advisory Council to Electronic Media Advisory Committee, at their March 3, 2010 meeting. This name change reflects the group's change in mission. Mr. Rubin mentioned that the EMAC has a new member, Lisa Gage, who has had significant experience in media-related fields.

Approval of the Minutes of the January 14, 2010 meeting – The minutes were unanimously approved, as written.

Presentation by Denise Rolfe, MidAtlantic Sales Manager, Telvue – The EMAC has discussed ways to enhance LMT media. Ms. Rolfe was invited by Mr. Kelliher to present information on Telvue's products. Telvue offers products which could be used to enhance Board of Supervisor meetings and the Township cable channel and website, and provide access to Board of Supervisors meetings for residents who do not have cable. \$7,000 would cover the cost of upgrading all of our media, including replacing Power Point, which is very limited and cannot be accessed remotely. Ms. Rolfe offered to provide a proposal if needed.

Mr. Rubin raised the issue of the revenue that comes from franchise fees from Comcast and Verizon. He suggested that the EMAC should recommend to the BOS that some of that money be used to enhance LMT media. Mr. Kelliher thinks it would be very advantageous to the Township residents to have the meetings indexed so that residents know which item on the agenda is being discussed. Mr. Rubin asked Mr. Stainthorpe if he thinks it is reasonable to use money from the franchise fees this way, and Mr. Stainthorpe responded that there is a mindset among the Supervisors that they don't want to spend money on anything they consider frivolous. Mr. Rubin suggested that the EMAC should invite another company to present at the next meeting; Mr. Kelliher will take care of that.

Township Software Proposals – Information had been received by Mr. Fedorchak, who forwarded it to Mr. Rubin, regarding software which would allow documents to be posted on the website. Mr. Kelliher suggested that the EMAC should be involved on the front-end, to make the website more intuitive.

Old Business – The Board of Supervisors offered to let Pennsbury School Board hold meetings at the Township building, so they could be broadcast, and they declined.

With no further business to discuss, the March 11, 2010 meeting of the Electronic Media Advisory Committee was adjourned at 8:40PM. The next meeting of the EMAC will be held on Thursday, May 13, at 7:30, at the LMT municipal building.

Respectfully Submitted,

Jeanne Bray, Recording Secretary