Lower Makefield Township
Electronic Media Advisory Committee
September 8, 2011
Meeting Minutes

Present: Zachary Rubin, Chairman
Joseph Ader
Lisa Gage
David Kelliher
Dennis O'Brien
Pete Stainthorpe, BOS Liaison
Joshua Waldorf

Mr. Rubin called the September 8, 2011 meeting of the Electronic Media Advisory Committee to order at 7:30PM.

Approval of Minutes – The minutes of the April 14, 2011 meeting of the Electronic Media Advisory Committee were approved, as written.

Discussion of Media Communication During Recent Extreme Weather – Mr. Rubin asked about the electronic communication, from the Township to the community, during the recent hurricane. Mr. Kelliher said the cable channel was out of commission for a time. In addition, there is not yet the ability to update it remotely. The Township will have that ability in the next two months. Mr. Kelliher also suggested that the website is key to communication. He said that all Township employees have the tools to make the site dynamic but nothing is being done with those tools, since the employees have not yet been trained in how to use them. Bill Kyle, the webmaster, is the only one, currently, who can make changes to the website. Mr. Stainthorpe will talk to Mr. Fedorchak about training the employees. The EMAC will follow up at the next meeting to see if the training has been completed. Mr. Stainthorpe also mentioned that Chief Coluzzi is responsible for communicating with the community during an emergency.

LMT Website Critique – Mr. Rubin wants to provide Mr. Fedorchak with input from the EMAC on the updated website. The following input was given:

- The EMAC meeting was not on the calendar; Mr. Rubin will send the EMAC meeting schedule for the year to Mrs. States.
- The Ready Notify link does not lead anywhere.
- 2011 pool registration is still on the website under news and events.
- Mr. O'Brien said there was background talking from a meeting when he got on the website.
- Mr. O'Brien suggested that a box showing the most searched for items be added.
- Mr. Ader found some dead ends, and will send that list to Mr. Kelliher.
- Mr. Waldorf will re-send his input to Mr. Rubin.

Mr. Stainthorpe will ask Mr. Fedorchak to identify an employee who can be trained to maintain the website.

Munilogix System and Applications to Electonic Media – The Munilogix system was presented to the Board of Supervisors, who approved the purchase. The purpose of the software is to provide better community service by moving the Township's operations from a paper-based system to an electronic

one, thereby providing a smoother operation. All employees will have access to all Township information once the system is in place.

Recent Problems with Township's Cable Broadcasts – Mr. Kelliher reported that the Township had problems with both Verizon and Comcast during the storm. Mr. Rubin has been in touch with both, and now has contact information for a Comcast technician and has talked to Tiffany Schoen, who is the Regional Manager of Verizon. Mr. Rubin will invite her to attend the next EMAC meeting since we have had recent meetings with our Comcast representative but none with Verizon in some time.

New Business – Mr. Stainthorpe praised the EMAC for the good job they have done in accomplishing what they have set out to do. He gave his thanks.

Ms. Gage reported that she invited a friend, who is very upset with Verizon FIOS, to attend a future meeting.

With no further business to discuss, the September 8, 2011 meeting of the Electronic Media Advisory Committee was adjourned at 8:30PM. The next meeting of the EMAC will be held on Thursday, November 10, 2011, at 7:30PM, at the LMT municipal building.

Respectfully Submitted,

Jeanne Bray, Recording Secretary