

Lower Makefield Township
Electronic Media Advisory Committee
January 16, 2014
Meeting Minutes

Present: Zachary Rubin, Chairman Lisa Gage
Jeff Benedetto, BOS Liaison Joshua Waldorf

Absent: David Kelliher

Also in attendance were LMT Supervisor Kristin Tyler, and Ann Schreiber, LMT Resident

Call to Order - Mr. Rubin called the January 16, 2014 meeting of the Electronic Media Advisory Committee to order at 7:45PM.

Approval of the Minutes of March 14, 2013 – The March 14, 2013 meeting minutes were approved unanimously, as written.

Video Project Proposal – Lisa Gage and Ann Schreiber – Ms. Gage and Ms. Schreiber reviewed their Video Project Proposal, which highlights the project’s intent, objectives, suggested episodes, scope and includes information about the project creators. The primary objective of the project is to build awareness of the many services and assets offered by LMT. To achieve this, they would need a budget of \$12,000/year, to produce twelve 8-10 minute videos, one each month for 12 months. This represents the \$750/day fee for Christian Roebing, who will be the Director and Producer, as well as other production costs. They stressed that the episodes listed are just suggestions, as is the number of episodes. Mrs. Tyler and Mr. Benedetto support the project, as does the EMAC. However, Mr. Rubin suggested that the budget be itemized. A motion was made, and seconded, to approve the expenditure of \$12,000 on the Video Project, and was approved unanimously. A motion was made, and seconded, to request that Mr. Dobson put the Project on the agenda for an upcoming BOS meeting, and was approved unanimously. Ms. Gage will ask Mr. Dobson to put it on the agenda for the second BOS meeting in February. She and Ms. Schreiber will introduce the Project at the meeting and members of the EMAC, who are in attendance, will speak in favor of the Project.

Tribute to Greg Caiola – Mr. Rubin and Mr. Kelliher are going to find, and edit, the video from Mr. Caiola’s last meeting as an LMT Supervisor and recommend that a link to the video be added to the LMT website.

Verizon and Comcast – Mr. Rubin reported on his experience getting a 24 month contract with Verizon. He found that he got the information he needed by going to Verizon’s Elite Customer Service. He said that he will invite Bob Smith to attend an EMAC meeting in 2014, as the Comcast representative, as well as a representative of the Economic Development Commission. Mr. Rubin mentioned that the cable agreements specify that every LMT resident must have access to Cable TV by 2016.

Old Business – A question was asked about the status of the changes Mr. Waldorf had recommended to the LMT website. Mr. Benedetto will get that information from Terry Fedorchak once he receives the recommended changes from Mr. Waldorf.

New Business – There was discussion of ways that the Township could collect more resident e-mails. Mr. Benedetto will follow up with Mr. Fedorchak and Chief Coluzzi, and Mrs. Tyler suggested that the Emergency Management Team might be a resource. Mr. Waldorf will discuss with John Lewis, an LMT resident.

Mr. Rubin reported that Dennis O'Brien, a member of the EMAC, did not respond to the letter from the Township, asking if he wished to be reappointed to the Committee. With that and the fact that he has not been attending meetings, it is assumed that Mr. O'Brien is no longer interested in being on the Committee. Steps will be taken to fill the vacancies on the EMAC.

There will be a new meeting night and time for the EMAC. Beginning in March, the Committee will meet every other month, on the third Thursday of the month, at 7:45PM. Mr. Rubin will contact Mr. Fedorchak with that information.

With no further business to discuss, the January 16, 2014 meeting of the Electronic Media Advisory Committee was adjourned at 8:45PM. The next meeting of the EMAC will be held at 7:45PM, on March 20, 2014, in the LMT municipal building.

Respectfully Submitted,

Zachary Rubin, Chairman