

Lower Makefield Township  
Electronic Media Advisory Council  
April 30, 2015  
Meeting Minutes

Present:                   Zachary Rubin, Chairman           Ann Dunn Schreiber  
                              David Kelliher                        Ron Smith, BOS Liaison  
                              Jill Laurinaitis                      Frederick Young

Absent:                    Lisa Gage, Joshua Waldorf

Also in attendance was Eric Festa, Pennsbury Sophomore

The April 30, 2015 meeting of the Electronic Media Advisory Council was called to order at 7:30PM by Mr. Rubin.

**Approval of Minutes of the March 26, 2015 Meeting** – The March 26, 2015 meeting minutes were unanimously approved, as written.

**Review of Bids for Making LMT Website Responsive to Website Devices** – Mr. Rubin explained that, after the last meeting, he had requested bids from several people/companies. He gave an overview of the bids he had received, the costs ranging from \$7,500 to \$30,000.00. Mr. Rubin mentioned that one company, Civic Plus, the largest company of its kind in the US, had done a presentation two weeks ago for him and Mr. Kelliher. Although they were impressed with Civic Plus, Mr. Rubin recommended that Bill Kyle’s bid be accepted. His reasons were that Civic Plus does not use WordPress but rather their own, proprietary platform, and that Mr. Kyle, who is the Township’s current contract webmaster, has worked with the Township and knows the people. Mr. Rubin moved that Bill Kyle’s proposal be accepted, it was seconded and the motion was passed unanimously, with Mr. Kelliher recusing himself.

**System for Township Contacting Residents During Emergencies** - Mr. Rubin reviewed an article in the Courier Times about an alert system, called Nixle, just launched by Morrisville. He reported that, after seeing the article, he called Nixle and found that they had been bought by Everbridge and further discovered that Bucks County will be contracting with Everbridge for County-wide emergency contact services, including resident phone numbers. This negates the need for LMT to contract for their own system. A question was raised about whether they can harvest cell phone numbers through this system. Mr. Rubin will follow up with Chief Coluzzi on this question. The Everbridge system allows for each municipality to customize the categories of emergency service it will have. Ready Notify will no longer be in service, once this new system comes online, which should be in about two months.

**Facebook Page or Twitter** – Ms. Laurinaitis reported that Mrs. Tyler had asked her to make a list of facebook posts made by Yardley Borough and Falls Township. After discussion of the possible

drawbacks and legal issues, Mr. Rubin asked for a vote on whether LMT should have a facebook page. The vote was unanimously in favor of a facebook page. Mr. Rubin asked Eric to come up with a format for the page, and suggested that he provide ideas for keeping it fresh.

**New Business** – Mr. Smith will see about getting EMAC on the May 20<sup>th</sup> BOS meeting agenda, to report on the bids for making the website mobile, contacting residents in an emergency and designing a facebook page. Ms. Laurinaitis will draft a memorandum for the BOS, to be sent ahead of the May 20<sup>th</sup> meeting, to update them on EMAC activities.

With no further business to discuss, the April 30<sup>th</sup> meeting of the EMAC was adjourned at 8:45PM. The next meeting of the EMAC will be held on May 28<sup>th</sup>, at 7:30PM, in the LMT municipal building.

Respectfully Submitted,

Zachary Rubin, Chairman