

Lower Makefield Township
Electronic Media Advisory Council
June 25, 2015
Meeting Minutes

Present: Zachary Rubin, Chairman Ann Dunn Schreiber
 Lisa Gage Joshua Waldorf
 David Kelliher Frederick Young

Absent: Jill Laurinaitis, Ron smith

Also in attendance was Eric Festa, Pennsbury Sophomore

The June 25, 2015 meeting of the Electronic Media Advisory Council was called to order at 7:30PM by Mr. Rubin.

Approval of Minutes of the April 30, 2015 Meeting – The April 30, 2015 meeting minutes were approved, with an amendment.

System for the Township Contacting Residents During Emergencies – Ms. Gage reported that the next LMT tax bill, which will be mailed on July 1st, will include information about the new Everbridge emergency system and a request for residents to supply the Township with their e-mail addresses.

Facebook or Twitter – It was agreed, after discussion, that at the July 15 BOS meeting, the EMAC will report that they feel the LMT website is not sufficiently mobile responsive, and needs a redesign. They will also recommend, as voted in a previous meeting, that Bill Kyle will do this redesign, i.e., taking the content that is already on the website and making it more mobile. In addition, it was agreed that the EMAC will recommend that LMT open Twitter and Facebook accounts, with Hoot Suite managing the social media. Chief Coluzzi has agreed to speak about Everbridge at the meeting. All EMAC members were invited to attend the meeting; Mr. Rubin requested that they let him know if they will attend.

There was discussion about the EMAC's role in this process. It was suggested that, in addition to recommending Facebook and Twitter, the EMAC should offer ideas on how this social media should be managed. However, Mr. Rubin said that the EMAC's charge was only to make a recommendation on which social media should be adopted. Mr. Rubin indicated that any of the Council members who have other suggestions or ideas should feel free to bring them up at the BOS meeting. There was a vote taken that Ms. Laurenaitis should do a power point for the meeting; Mr. Waldorf also offered to do a one page power point. These drafts should be forwarded to the EMAC members for review.

With no further business to discuss, the June 25, 2015 meeting of the Electronic Media Advisory Council was adjourned at 8:15PM. The next meeting of the EMAC will be held on September 24, 2015, at 7:30PM, in the LMT municipal building.

Respectfully Submitted,

Zachary Rubin, Chairman