

Lower Makefield Township  
Electronic Media Advisory Committee

December 15, 2016

Meeting Minutes

Present: Zachary Rubin, Chairman	John Lewis, BOS Liaison
Lisa Gage	Ann Dunn Schreiber
David Kelliher	Joshua Waldorf
Jill Laurinaitis	Frederick Young

Also in attendance was Eric Festa, Pennsbury High School Senior Working with the EMAC

The December 15, 2016 meeting of the Electronic Media Advisory Committee was called to order at 7:30pm by Mr. Rubin.

Verizon Franchise Agreement – The first order of business was an update by Mr. Rubin on the status of the Verizon franchise agreement. In a December 13 email Mr. Rubin had forwarded to the EMAC, Verizon indicated that more than 96% of LMT residences have access to cable services. However, since the agreement calls for 100%, Verizon is not honoring the agreement. Mr. Rubin will ask Mr. Fedorchak to follow up on this.

There followed a discussion of the Township video equipment. Mr. Kelliher indicated that there will be \$30,000 in the budget for new equipment. He said there has been talk of updating the LMT channel to HD, as well as buying a system which would allow for other options such as adding graphics. Mr. Rubin will recommend to Mr. Fedorchak that the Township negotiate HD and apply for grants to purchase new equipment.

Status of LMT Website -

Bill Kyle has provided a redesign of the LMT Website to the EMAC. Ms. Laurinaitis, who has a freelance contract with the Township, is reviewing the redesign and plans to have her review completed by the end of the year. She will forward her changes, as well as Eric Festa's suggestions, to Mr. Kyle. It is expected that Mr. Kyle will have the EMAC changes incorporated by the middle of January. Mr. Rubin would like that copy to be forwarded to the EMAC before presenting it to the Supervisors. It was agreed that a Township staff member should be assigned responsibility for managing the content. Mr. Kelliher will ask Mr. Kyle to submit his invoice to the Township.

## NEW BUSINESS

Ms. Gage distributed a copy of her LMT Community Clips 2017 Proposal and discussion followed. The Proposal, which had been sent to Mr. Fedorchak and Mr. Lewis, consisted of 8 videos at a cost of \$12,350.00. Mr. Lewis indicated that he had asked Mr. Fedorchak to include that amount in the budget for the Clips.

Ms. Schreiber distributed her write-up on LMT entering contests for awards. She talked about having a “brag” page on the website. She will follow up with Donna Liney and the heads of LMT’s committees.

Ms. Schreiber read a letter she had written on Mr. Festa’s behalf and received approval from the EMAC to send it out. She presented a certificate thanking Mr. Festa for the help he had given the EMAC.

With no further business to discuss, the December 2016 meeting of the EMAC was adjourned at 8:45pm. The next EMAC meeting will be held on February 23, 2017 at 7:30pm in the LMT municipal building.

Respectfully Submitted,

Zachary Rubin, Chairman