

Meeting of the  
Communication Commission  
January 19, 2016 at 6:30 pm

Members Present

Denton Burnell  
Carrie Hawkins Charlton  
Mark Ladley  
Jake Ziegler

Absent

Also Present

John Ernst, Assistant Borough Manager  
Bruce Schwartz  
Helen Harlow Schwartz  
Nancy Frei

**COMMITTEE BUSINESS ITEMS**

Re-Appointment of Officers

Mr. Burnell shared that he has been the Chair of the Communication Commission since its inception and over that time the Commission has carried out various projects including the website overhaul, branding initiative, social media presence and posting of Council Meeting materials on our website to name a few. With his new position as Council President, Mr. Burnell will remain a member of the Commission however he will be stepping down as Chair.

Mr. Ladley made a motion to appoint Ms. Carrie Hawkins Charlton as the Chair and Mr. Burnell seconded; the Commission voted 4:0 and the motion passes. Ms. Hawkins Charlton thanked Mr. Burnell for all the time he put in as the Chair of the Commission as he started before he was elected to Council.

Ms. Hawkins Charlton made a motion to appoint Mr. Mark Ladley as the Vice Chair and Mr. Burnell seconded; the Commission voted 4:0 and the motion passes.

Economic Development Committee Designees

Ms. Hawkins Charlton was named a member of the EDC so her space as a Communication Commission member needs to be filled. The new designees for the EDC are Mr. Burnell and Mr. Ladley; both will report to the next EDC meeting in February.

**OLD BUSINESS**

Municipal Complex Audio/Visual Capabilities

With the relative short amount of time being in the new building, we are still working out the capability of recording Council Meetings. We are conducting research for short term solutions such as pricing video cameras and possible podcasting capabilities. As any action will require Council action, the Commission will make a recommendation for full Council's approval.

Website Update

After looking through files, the website redesign contract is for four years after launch of which we are currently in the beginning of year three. So in preparation for when we are eligible for a redesign, we are looking to gather feedback from site users to assure we are providing the information people are looking for. To do so, the Commission will create and distribute a survey to get feedback from those users.

## **NEW BUSINESS**

Mr. Ladley dovetailed that as we look at the website, we should pay particular attention to how to integrate what the EDC is working on and creating a strategy to promote Lansdale to potential businesses as well as the existing business community. Part of that strategy needs to be an educational component on how to best share information on what's happening in town as well as possibilities that exist.

## **PUBLIC COMMENT**

Ms. Frei asked if/how the Commission will build a relationship with the Citizens for Revitalization of Lansdale Facebook group. Mr. Burnell answered that the Commission needs to work with them as they were formed to engage the public on what's happening in Lansdale. Mr. Ladley shared that there are many ideas within the group and part of creating a strategy will include how to get all viewpoints included.

**\*The next Communication Commission meeting will be held on Tuesday, April 5 , 2016\***