



Meeting of the
Communication Commission
January 3, 2017 at 6:30 pm

Members Present

Carrie Hawkins Charlton
Denton Burnell
Alex Felts
Mark Ladley
Jake Ziegler

Also Present

John Ernst, Assistant Borough Manager

APPROVAL OF MINUTES

Mr. Burnell made a motion that the minutes from the June 28 joint Communication Commission/Economic Development Committee be approved; Mr. Ladley seconded and the Commission voted 5:0. The minutes have been approved.

COMMITTEE BUSINESS ITEMS

Civics 101 2017 Schedule

Ms. Hawkins Charlton shared the 2017 schedule for Civics 101 workshops within the Borough.
January 31—Legislative
February 28—Police
March TBD—Judge Ed Levine

Other departments that will be holding workshops in the spring include Electric, Wastewater Treatment Plant and Fairmount Fire Company.

OLD BUSINESS

Website Metrics

The commission reviewed the annual metrics for www.lansdale.org for year 2016. Trends for the site include Parks & Recreation as well as employment opportunities. More specific reports are generated weekly so Commission members are welcome to view those analytics whenever they like.

Video Recording Equipment/Cable Channels

All equipment is installed for both recording and posting online and via cable channels; the Borough channels are Comcast channel 956 and Verizon channel 30. AVT will be out to train staff members on loading content to the channels in the next week. In the future we would like to include more than Council Meeting videos so the Commission was tasked with brainstorming ideas for programming to be included. A preliminary list was supplied, but any additional ideas can be forwarded to Tracy.



NEW BUSINESS

Editorial Calendar

Commissioners discussed an editorial calendar and how it can assist in ramping up media coverage for the Borough. Ideas that were discussed included a neighborhood reporter, restaurant listing, "Town Takeover" for business opportunities and cooperative efforts with SEPTA for upcoming garage opening.

In order to assist news outlets in knowing what's happening in the Borough a letter will be drafted and sent to all media contacts illustrating the schedule for events within the Borough. Care must be taken in drafting this letter as some of the events are not sponsored by the Borough, but do take place within the Borough.

Video Production Intern

After discussion of cable channel programming, issues of staff, time and training were raised. An idea to explore the possibility of partnering with the school districts or local colleges for an intern. There are still costs associated with this so a discussion will need to be had with our new Finance Director as well as whichever organization we partner with.

Borough Mobile Application

Tracy followed up on the Mobile Town Guide app and never received any referrals or references. A local company that creates apps approached us about creating an app so Tracy will reach out to them as well as our contacts at Classic Towns if they have any references for us to contact.

PUBLIC COMMENT

None

The next Communication Commission meeting will be held on Tuesday, April 4, 2017