

**Whitemarsh Township
Media Communications Advisory Board
Monday, March 23, 2026 Agenda**

***IN-PERSON** at the Whitemarsh Township Building
(616 Germantown Pike, Lafayette Hill, PA 19444)*

MEMBERS: ___ Ryan Hurley (*Chair*) ___ Sharon Harvey (*Vice Chair*)

 ___ Mark Cratin ___ Crystal Taylor ___ [Vacancy]

LIAISONS: ___ Megan Griffin-Shelley (*BOS*) ___ Rob Brown (*Staff*)

1. Call to Order

2. Announcements

- All speakers are requested to speak into the microphones to help with development of the meeting minutes.

3. Approval of Minutes: January 26, 2026 meeting

4. New Business:

- **MCAB Board Member Vacancy / Ideas for Advertising Board Vacancies**
 - Follow-up to previous request to staff on advertising MCAB board vacancy
 - Four (4) other advisory boards/committees also have open seats
- **“America 250 in Whitemarsh” Webpage Is Live!**
 - Reviewed by the Board of Supervisors on February 5th during their Quarterly Workshop Meeting. Went live on February 6th.
- **Abolition Hall Communication Projects Update**
 - Update from Abolition Hall Steering Committee on planned projects related to promoting and highlighting Abolition Hall/Corson Homestead property (website, videos, etc.)
- **Whitemarsh Living Magazine (Spring 2026)**
 - Final draft to be reviewed by staff the week of March 17th. Then, will start the process of getting it printed and mailed out to residents. Anticipate arrival by 1st or 2nd week of April.
 - Resident Photo Contest Entries
- **Infographic Rotation Summary (Whitemarsh Community Access)**
- **Review of Recent Township-Produced Videos (5 total):**
 - [Fireplace/Home Heating Safety PSA \(2025 Update\)](#) (1:00)
 - [Trash Mob 2026 Promo](#) (1:00)
 - [America 250 in Whitemarsh Promo](#) (3:00)
 - [WJML Used Book Sale Promo \(April 11-12, 2026\)](#) (1:00)
 - [Township Day 2026 Promo](#) (1:00)

5. Video Projects In The Works:

- **Boards & Commissions Overview Video**
Voiceovers recorded for five of the six segments. Intro and outro VO also recorded. Much progress made in visual planning, with some editing work to start (hopefully) soon.
- **Event Highlight: Wells Street Cleanup (April 4th, 2026) – Weather Permitting**
- **Event Highlight: CRPOSGTP Public Visioning Meeting (April 16th, 2026)**
- **Event Highlight: Township Day 2026 (April 25, 2026)**
- **Planned Video Promos:**
 - Whitemarsh Living & Digital Archive
 - Whitemarsh Weekly

6. Old Business

7. Board Comment / Public Comment

8. Next Meeting: Monday, June 1st, 2026 at 7:00PM

9. Adjournment

SCHEDULED MEETINGS FOR 2026:

| | | |
|--|-----------------------------------|--|
| Monday, January 26, 2026 <i>(Reorganization)</i> | Monday, March 23, 2026 | Monday, June 1, 2026 <i>(Rescheduled due to Memorial Day Conflict)</i> |
| Monday, July 27, 2026 | Monday, September 28, 2026 | Monday, November 23, 2026 |

PUBLIC PARTICIPATION INFORMATION

1. Public meetings of the Board shall follow a prescribed agenda, which will be available to the general public two days preceding the meeting.
2. If members of the public wish the Board to address a specific item at a public meeting, a written request to the Township Manager shall be submitted by noon on Friday of the week before the meeting. The written request shall specify the item or items the individual desires to be addressed.
3. The Board may consider other matters for the agenda as they see fit.
4. The Board will entertain Public Comment at either the beginning of the meeting or prior to specific action items during the meeting, at the discretion of the Chair. Individuals must advise the Chair of their desire to offer such comment.
5. A Public Comment period will be provided at the conclusion of a meeting for input on any subject.
6. The Board Chair shall preside over Public Comments and may within their discretion:
 - a. Recognize individuals wishing to offer comment.
 - b. Require identification of such person.
 - c. Allocate total available Public Comment time among all individuals wishing to comment.
 - d. Allocate up to a Three (3) minute maximum for each individual to offer Public Comment at a meeting, Township Staff shall time comments and shall announce, “one minute remaining” and “time expired” to the Chair.

- e. Rule out of order scandalous, impertinent and redundant comment or any comment the discernible purpose of which is to disrupt or prevent the conduct of the business of the meeting including the questioning of, or polling of, or debating with, individual members of the Board.

NEW BUSINESS

1.) Preview of “America 250 in Whitemarsh” Webpage

Mr. Brown presented to the board Whitemarsh Township’s webpage on “America 250”, still in draft form. The new page, in coordination with the Parks & Recreation Department, provides tons of information and upcoming events for residents to get excited about the nation’s Semi-quintcentennial, and how they can celebrate the big event locally. The page includes national, state and County resources, as well as local events held by various historic sites, non-profits and others in Whitemarsh. Mr. Brown explained this will be a fluid page, meaning it will be updated throughout the year as new events are announced. The board liked its overall look and organization. There was a discussion about getting that communicated to the public once it’s live. Mr. Brown added it will be shown at the next Board of Supervisors Departmental Workshop meeting in early-February, and then it would go live sometime thereafter.

Roy Wilson (previous/former owner of Abolition Hall property) asked how someone can find the page on the website. Mr. Brown – again, noting it wasn’t live yet - showed him and the board how to get there from the homepage.

2.) Discussion on Potential Webpage on Abolition Hall Property

Mr. Brown explained that the Abolition Hall Steering Committee, at their January 12th meeting, brought up the idea of a special webpage devoted to the Abolition Hall property, and asked if it was better to have it on the Township Website, or create an external page linked to our website. This new page, as discussed at the time, would have lots of information about the property, a QR Code for making donations to help fund Homestead building upkeep and future programming; and anything else that comes up.

In the lengthy discussion that followed, topics included the communication aspect of promoting Abolition Hall, options for creating and maintaining external websites, and assigning roles regarding page development. Chair Hurley said creating this website could make a great project at the high school level.

Roy Wilson commented on the Township’s website, noting some items in there are difficult to find, and that people tend to look up specific information by Googling it. He added that a proposed series of short videos for the webpage – also discussed at the Steering Committee’s meeting – is in the works, with him developing scripts, and eventually working with Mr. Brown to record and edit them together. Mr. Brown said he looks forward to working with him on that.

On the question of using the Township website or a standalone page, the board agreed the latter option would work better, while providing a link to said page on the Township Website. Additionally, the board requested communication of this feedback to Township staff and the Abolition Hall Steering Committee.

3.) Infographic Rotation Summary (Government Access Channel):

Mr. Brown provided a summary of notable additions and updates to the infographic slideshow rotation on Whitemarsh Community Access (the cable channel) and showed a PowerPoint with the infographics themselves. The board found the visual presentation helpful in the discussion.

Chair Hurley asked about one of the slides (“Revolutionary Women: Writing During War,” January 29th at the Library), and how one would know – if on social media – if it was an

upcoming event, or to get more information on it. He also said the QR Code is a nice touch, as it allows quick access to more information.

4.) Recently Completed Township-Produced Videos:

New videos completed since last meeting were reviewed:

- Board of Supervisors Holiday Message 2025 (1:00)
- Board of Supervisors Reorganization Message 2026 (5:30)
- YouTube Channel Promo (Updated) (1:00)
- Vehicle Break-In Prevention PSA (1:00)

No questions from the board. Chair Hurley said he likes the 60-second videos but added it takes more effort to reduce them to that length.

5.) Video Projects Currently in the Works

Mr. Brown reviewed the list of WTV videos currently in the works:

- **Home Heating Safety Informational Video (2025/26 Update)**
 - Completed 1/21/26. Being reviewed by the Fire Marshal's Office prior to putting up.
- **Boards & Commissions Overview Video**
 - Script segments fully completed and reviewed. Two of six (as-yet-unproduced) segments voiced over. A seventh segment will be the completed "Whitemarsh Authority" promo, completed 2025.
- **Preparing for Winter Storms: Transition to Winter Operations**
 - Proposed by the Public Works Department in November/December, but only some pre-production work done so far. Some B-roll showing the transition in action shot in December.
- **Planned Video Promos:**
 - WJML Used Book Sale
 - Whitemarsh Living & Digital Archive (*access to previous Whitemarsh Livings*)
 - 2026 Trash Mob events
 - "America 250" in Whitemarsh

There were no questions or comments from the board.

OLD BUSINESS

WTV Now "Whitemarsh Community Access"

Mr. Brown updated the board that the Government Access Channel's new name and logo debuted on January 5th. Much of December and early-January were spent preparing to transition from the old name (WTV) to the new one.

NEXT SCHEDULED MEETING: Monday, March 23, 2026 at 7:00pm

2026 REMAINING SCHEDULED MEETING DATES:

Monday, March 23rd, 2026

~~Monday, May 25th, 2026~~ (Rescheduled for **June 1, 2026**)

Monday, July 27th, 2026

Monday, September 28th, 2026

Monday, November 23rd, 2026

The board decided to push the May 25th meeting back to the following Monday, June 1st.
(May 25th is Memorial Day.)

BOARD COMMENT / PUBLIC COMMENT:

No public comment.

Chair Hurley said it was great having Mr. Wilson on the call to participate in tonight's discussion on the Abolition Hall webpage idea.

ADJOURNMENT

There being no other matters of business, the meeting ended at 8:15 PM.

Respectfully Submitted,

Rob Brown

Media Production Coordinator



greenmarsh

WHITEMARSH
ENVIRONMENTAL
ADVISORY BOARD



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community and help us build
a better tomorrow

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WHITEMARSH TOWNSHIP

To: Media Communications Advisory Board Members
From: Rob Brown, Media Production Coordinator
Subject: Abolition Hall Communication Projects Update
Date: March 17, 2026

Included in your March 23rd packet is a summary of ongoing discussions to-date by the Abolition Hall Steering Committee (AHSC) on ideas to promote the Abolition Hall/Corson Homestead property (4006 Butler Pike & 1 Germantown Pike), as the Committee find ways to reactivate the three main buildings from residential to a public institutional/educational site and accessible open space area. A representative from the Steering Committee is scheduled to appear to update MCAB on at least three (3) communication or promotional project ideas, all detailed below. MCAB would likely continue providing feedback on their projects, while I will play an active role in them as the Township's "behind-the-scenes" video person:

- **Abolition Hall Webpage/Website:** MCAB provided input on the Committee's website vs. webpage debate in January, either of which would promote the Abolition Hall property. Specifically, the new website would include the history of the buildings and adjacent fields, opportunities for tours, photos, and other items, and a QR Code for donations to help cover the cost of building maintenance and future programming. MCAB's feedback went to the AHSC on March 2nd (memo provided for reference). On March 16, a new page on the Township website went live, accessible from the "Community" dropdown menu - a first step towards eventual creation of an external website. Additional information for the webpage is forthcoming.
- **Abolition Hall Video Series:** Scripts continue to be worked on for this planned series of short videos that discuss the site's historical significance, building architecture, and more, all for the new Abolition Hall webpage/website once up and running. Each video segment would feature Roy Wilson, addressing each of the topics. No production timeline established yet, as of this writing.
- **Video-Recorded Site Tour:** An art student from Montgomery County Community College interested in the works of Martha Maulsby-Hovenden – the daughter of painters Thomas Hovenden and Helen Corson-Hovenden – is scheduled to go on a tour of the site's three buildings, led by Mr. Wilson. The student will also be writing a blog post about Ms. Maulsby-Hovenden's sculpting work and career. Both items would appear (the blog post with permission) on the Abolition Hall page once active.

Should MCAB have any questions, please reach out to me prior to or during the March 23rd meeting.



WHITEMARSH TOWNSHIP

To: Craig McAnally, Township Manager
From: Rob Brown, Media Production Coordinator
Subject: MCAB Feedback on Abolition Hall Webpage
Date: January 28, 2026

The Media Communications Advisory Board (MCAB), at their January 26th meeting, provided their input and feedback on whether a webpage on the Abolition Hall property – first debated during the January 12th meeting of the Abolition Hall Steering Committee – should be on the Township’s website or its own website. Roy Wilson, from the public, was in attendance and was interested in hearing MCAB’s thoughts on the question. A summary of the discussion follows:

- The board looked at this from multiple perspectives. The first was getting people interested in the property and its unique nature by organizing and presenting information about the site, history, future events, donation buttons/links, etc. Also, having said website visually communicate the property’s significance, and creating an awareness of its public accessibility. Comments regarding the Township Website pointed to how some informational topics are difficult to find, page formatting, and that lookup of online information is often done using Google or similar search engines.
- Marketing was another key point – thinking about the website’s domain name (i.e., “www.abolitionhall.org”); strong, overall site branding, and spreading the word about the page – such as our Electronic Community Sign and a link to the page on the Township’s website.
- External Web Design: In addition to web designer-based services, the MCAB board also noted platforms where websites can be easily built with existing, pre-made templates. Many (if not most) of these options – such as Wix and Squarespace – cost little to nothing to build and maintain said website. Another option mentioned was to have it done at the high school level, perhaps even locally.

Therefore, the MCAB board made the following recommendations to the Steering Committee:

- The Abolition Hall webpage (if given the green light) should be **EXTERNAL**, and place a link to said external page on the Township’s website.
- Suggest reaching out to folks who are experienced in building small but wonderful-looking websites.

Any questions, feel free to reach out to me or to MCAB prior to the next Abolition Hall Steering Committee Meeting.





Infographic Rotation – Notable Additions:

| TITLE | DESCRIPTION |
|---|---|
| 5th PA Militia & 1777 Philadelphia Campaign Event | This “America 250” event was held at the Library on March 5 th . |
| Whitemarsh Living Photo Contest | Announced the suggested photo contest back in February, via this newly created flyer; deadline was March 6 th , winners to be announced around early-April. |
| Library “America 250” Event Schedule | Lists additional Library events related to “America 250” through July |
| Friends of the Library – Used Book Sale | Flyer provided by the Friends of the William Jeanes Library; to be held April 11 th & 12 th at the Library Community Room |
| Road Work Updates | 2 Updates since last MCAB meeting: <ul style="list-style-type: none"> - Scheduled PECO natural gas equipment replacement on Harts Lane - Stenton Avenue pipeline work re-added with new completion date |
| Mont.Co. Board of Commissioners Meeting | Graphic promoting Whitemarsh Community Access’s daily replay of the County’s Commissioner Meetings (recordings provided by the County). Features new County logo and branding first introduced in March of this year. |
| Mont.Co. Senior Games Flyer | Flyer provided from Parks & Recreation, via the County. Event held May 4-8, 2026. |
| Annual Egg Hunt Flyer | Flyer provided from Parks & Recreation via the Lions Club of Whitemarsh (Event Date: April 4 th) |
| New Winter Storm Infographics | Two new infographics related to winter storm safety featured in the Whitemarsh Weekly – a PECO slide with snowstorm tips, and NOAA’s slide with tagline “Ice and Snow, Take It Slow” |
| Township Day 2026 Flyer | Event flyer from Parks & Recreation; event to be held April 25 th , 2026 at Victory Fields. |
| Mary Jo Daley Veterans Lunch Event Flyer | State Rep. Mary Jo Daley’s office sent this flyer to Wm. Community Access directly, and was promptly shared with Parks & Recreation and for the Weekly and social media. Event to be held on March 31 st . |
| 2026 County Hazardous Household Waste Events | Infographic uses the original flyer instead of a custom-created one as shown in previous years, but same information. |
| Real Estate Tax Payment information | Two slides showing the three payment periods and where/how to submit real estate tax payments (all but Colonial School District). Newly revamped graphic design. |
| “History Unleashed” Flyer | Requested for promotion for Wm. Community Access via Parks & Recreation. This event by the Greater Whitemarsh History Collaborative starts with a kickoff meeting at St. Thomas’ on April 12 th . |

Completed Video Content Since Last Meeting

- ❖ **Fireplace/Home Heating Safety PSA (2025 Update) (1m 00s)**
 - Originally produced 2023, this has been updated with some new information and contact information for questions.

- ❖ **Trash Mob 2026 Promo (1m 00s)**
 - This year's volunteer "Trash Mob" events were announced earlier this year and covers much of Spring and part of Summer 2026. Graphic design has been updated.

- ❖ **Township Day 2026 Promo Video (1m 00s)**
 - Updated promotional video made ahead of the 2026 Township Day.

- ❖ **Friends of the Library's Used Book Sale Promo (1m 00s)**
 - Promotional video on behalf of the Friends of the William Jeanes Library, host of these annual events and is independent of the Library (they are volunteer-run) but helps provide fundraising and support for Library programs and services.

- ❖ **"America 250 in Whitemarsh" Promo (3m 00s)**
 - With so many events and programs happening in Whitemarsh this year in relation to the 250th anniversary celebration of the United States, a special promotional video was produced to help with the Township's already-heavy promotional effort.
(Note: This is not to be confused with a promo video put out in February by Montgomery County's Valley Forge Tourism Bureau, which is also shown on Wm. Community Access.)