

# BUCKS COUNTY CONSORTIUM

Thursday, May 3, 2018

## Meeting Minutes

### **1. Call to Order:**

A meeting of the Bucks County Consortium was held at 9:00 a.m. at the Doylestown Borough Administration building, on May 3, 2018, and called to order by Consortium President Sandra Zadell.

### **2. Roll Call, Introductions and Community Updates:**

The following Bucks County communities were represented at the meeting:

William Cmorey, Bensalem Township  
Dana Cozza, Buckingham Township  
Sandra Zadell, Chalfont Borough  
Caroline Brinker, Doylestown Borough  
John Davis, Doylestown Borough  
Stephanie Mason, Doylestown Township  
Andrea , Doylestown Township  
Scott Sadowsky, Middletown Township  
Mike Walsh, New Britain Township  
Eileen Bradley, New Britain Township  
Bill Wert, Northampton Township  
Carolyn McCreary, Plumstead Township  
Mark Fournier, Telford Borough  
Joseph Golden, Upper Southampton Township  
Amanda Zimmerman, Warminster Township  
Timothy Hagey, Warminster Municipal Authority  
Barry Lubert, Warrington Township  
Christian Jones, Warrington Township  
Kyle Seckinger, Warwick Township  
Ashley Casey, Warwick Township

### **Sponsors:**

Dave Jones, Boucher & James, Inc  
Delaware Valley Insurance Trust  
Chris Tomlinson, InR  
David Ohman, Uninvest  
Rod Hawthorne, Uninvest

### **3. Presentations:**

**Brad Segall, Segall Media Group LLC:** Ms. Zadell introduced Brad Segall, Segall Media Group LLC.

Mr. Segall worked at KYW Newsradio in Philadelphia for more than 15 years, spending a decade as the station's Suburban Bureau Chief. He founded the Segall Media Group in January, 2017 to work with non-profit and for-profit businesses to help them maximize their visibility in the media. The company's services include public relations, media training, speaking engagements and crisis communications.

Mr. Segall provided examples of current and past situations of crisis communications that have happened in the Delaware Valley area. Mr. Segall provided helpful information on how to mitigate and establish an effective crisis communication plan and how to reach out to the audience during a self-inflicted crisis.

**Allison Pimm, Chief PIO, Upper Merion Township:** Ms. Benner introduced Allison Pimm, Chief PIO, Upper Merion Township.

Allison Pimm has served as the Chief Public Information Officer for Upper Merion Township since June 2016. She oversees and manages all of the township's communications and marketing programs including media relations, public relations, publications, video production, the township website, social media outlets and government access cable channel. The Public Information Office includes the Director, Communications Coordinator, a full production staff for UMGA-TV, the Marketing Manager, and the Farmers Market Manager.

As the Chief Public Information Officer for Upper Merion Township, Ms. Pimm's primary responsibility is to inform public and media of necessary information and details in a timely manner. She explained that Public Information Officers (PIOs) are the spokespersons of organizations, typically governmental, non-profit, or educational. Ms. Pimm also explained her role as the Upper Merion's PIO and how she provides public information effectively during emergencies. She provided a detailed presentation on her daily duties and responsibilities on: Public Information and Emergencies, Public Information and Reputation Management, Crafting Messages /Press Briefings, and using different media outlets.

#### **4. Appointment of Treasurer:**

Upon motion by Stephanie Mason, seconded by Eileen Bradley, Caroline Brinker was unanimously appointed as Treasurer.

Stephanie Mason questioned if possible a retirement gift could be sent to Vivian Bell for her years as BCC Treasurer. Sandra Zadell confirmed a gift could be purchased and sent. Ms. Zadell also noted that there has been discussion about a retirement lunch for Ms. Bell as well from the Consortium.

#### **5. Announcement of New Coordinator:**

Ms. Zadell announced the new Bucks County Consortium Coordinator, Ashley Casey. Upon motion by Eileen Bradley, seconded by Carolyn McCreary, Ashley Casey was unanimously appointed as Coordinator.

#### **6. Treasurer's Report and Payment of Bills:**

Upon motion by Stephanie Mason, seconded by Eileen Bradley, the Treasurer's Report for April 2018 was unanimously approved.

#### **7. Approval of Minutes:**

Upon motion by Eileen Bradley, seconded by Caroline Brinker, the April 5, 2018 meeting minutes were unanimously approved.

#### **8. Discussion:**

- Verizon Franchise Negotiations Update
  - Mr. Wert confirmed that he had spoken with Dan Cohen and that the master agreement is still in the process of being completed. Mr. Wert noted that members went to Fort Washington for compliance reviews. Members are currently waiting on follow up and will provide.
- Police Contracts
  - Dana Cozza questioned whether any members would be interested in organizing a meeting to discuss their municipality's police contract negotiations. Ms. Cozza offered to host the meetings at Buckingham Township building. Information will be sent out to all members seeking if there is any interest in meeting. Ms. Zadell questioned Ms. Cozza if she would be the liaison to this group. Ms. Cozza confirmed she would.

**8. Other Business:**

- There was discussion regarding the updating of documents on the Bucks County Consortium website. Ms. Zadell noted that Ms. Casey will review and update documents on the website. There was discussion regarding the username and password to access the member's only page. Mr. Seckinger stated that he will provide Ms. Casey with the information and she will send to all members.

**9. Upcoming Dates:**

**Emerging Leaders Training:** Ms. Zadell announced that the 2018 Emerging Leaders Training scheduled on Friday, June 15, 2018 and will be held at the Talamore Country Club.

- Session Title: "Career Planning from Soup to Nuts: Interviewing, Employment Agreements and Retirement Planning"
- Registration fee is \$25.00 and the registration deadline is May 31, 2018.

**ICMA Annual Conference:** Stephanie Mason reminded everyone that 104th ICMA Annual Conference will be held in Baltimore, Maryland September 23 through 26, 2018.

**Washington, D.C. Trip:** Ms. Zadell reminder everyone that the annual trip to Washington, D.C. will be held on Friday, July 13, 2018. More information will be provided.

**8. Adjournment:** The meeting was adjourned at 10:30 AM.

The next meeting is scheduled for 9:00 AM on June 7, 2018 at Delaware Valley University.

Respectfully Submitted,

Ashley Thompson Casey  
Consortium Coordinator