

**Lower Salford Township  
Communication Committee Meeting Minutes  
February 21, 2024**

1. Opening
  - a. Call to order: 7:30 PM
  - b. Opened By: Holly Hosterman, temporary Chairperson
  - c. Attendees:
    - i. Jean Cambell
    - ii. Jessica Cassel
    - iii. John Del Pizzo
    - iv. Terri Ehrhart
    - v. Kevin Shelly
    - vi. Holly Hosterman, liaison to the Township
  
2. Election of Officers
  - a. Chairman
    - i. Kevin Shelly nominated by Terri Ehrhart
    - i. Nomination seconded by Jessica Cassel
    - ii. Votes, For: 5, Against: 0
  - b. Vice-Chairman
    - i. Jean Campbell nominated by Terri Ehrhart
    - ii. Nomination seconded by John Del Pizzo
    - ii. Votes, For: 5, Against: 0
  - c. Secretary
    - i. John Del Pizzo nominated by Terri Ehrhart
    - ii. Nomination seconded by Jessica Cassel
    - iii. Votes, For: 5, Against: 0
  - d. Elected officers for 2023
    - i. Chairman: Kevin Shelly
    - ii. Vice-Chairwoman: Jean Campbell
    - iii. Secretary: John Del Pizzo
  
3. Approval of Minutes
  - a. Mr. Shelly called for a review of the December 2023 meeting minutes
    - i. **No meeting was held in January due to multiple schedule conflicts**
  - b. Adjustments: None
  - c. Motion to approve:
  - d. Second:
  - e. Votes, For: 5, Against: 0
  
4. Public Discussion and Visitors
  - a. Public attendees: In person: 0, Online: 0
  - b. Opened for public discussion: Chairman Shelly
  - c. Public comments: None
  
5. Old Business
  - a. Township Quick Reference guide – Committee
    - i. Approve version 2 updates
      1. **Adjustments: ‘Version 2’ s/b ‘Version 2 (2024)’**

2. **Motion to approve: Mr. Shelly**
3. **Second: Ms. Cambell**
4. **Votes, For: 5, Against: 0**

ii. Discuss version 2 distribution

1. **Hardcopies to be available in the Township office**
2. **Hardcopy or email distribution by committee members**
  - a. **Scouts BSA Troop 137 – via Township contacts**
  - b. **Indian Valley Girl Scouts – Ms. Cassel**
  - c. **Encore Experience – via Township contacts**
  - d. **Indian Valley Public Library - Mr. Shelly**
  - e. **Lederach Golf Club – via Township contacts**
  - f. **Harleysville Community Center – via Supervisor Krauss**
  - g. **North Penn YMCA - Ms. Cambell**
  - h. **Perkiomen Watershed Conservancy – via Township contacts**
  - i. **Heckler Plains Folklife Society - Mr. Shelly**
  - j. **Harleysville Fire Company – via Township contacts**
3. **To the Peter Becker community and other residential communities as hardcopy distribution by Mr. Shelly**
4. **To Lower Salford businesses as a handout during annual Fire Code inspections or insert with the inspection invoice**
5. **To residents via use in the Indian Valley Today newsletter**
6. **To residents via a QR code link in township communications**

b. Resident welcome letter/packet – Committee

i. Review Chairman Bergman feedback on the committee's recommendations

1. **Letter revisions**

- a. **Final letter will be on Township letterhead**
  - b. **Remove 'Lower Salford Constant Contact sign-up'**
  - c. **Remove 'Lower Salford Township Resident Portal'**
  - d. **Add the Lower Salford general email address below 'Lower Salford Township Board of Supervisors'**
  - e. **Add the QR codes for the following sites after all letter text (bottom)**
    - i. **Lower Salford Constant Contact sign-up website**
    - ii. **Lower Salford website**
    - iii. **Lower Salford Resident Request Portal website**
  - f. **Letter revisions noted on the draft below**
2. **Ms. Hosterman – complete the letter revisions and distribute the revised letter electronically to the Committee members**
  3. **Mr. Shelly – Targeting to present the revised letter to the Board of Supervisors at the March 5<sup>th</sup> working session.**
    - a. **Key objective is to connect new residents with Township information sources faster than it will take via the standard communication channels.**
    - b. **Estimated new residents is 100-150 every six months**
    - c. **Recommending a mailing every three months**
    - d. **Recommendation is to use both a 'New Resident' list purchased from [www.leadsplease.com](http://www.leadsplease.com) and a 'Home Sales' list from the Montgomery County records.**



# LOWER SALFORD

## Township Quick Reference

Published by the Communications Committee

Version 2 (2024)



### QUICK REFERENCE LIST OF CONTACTS AND LINKS

- **Scouts BSA Troop 137**  
<https://sites.google.com/view/troop137harleysvillepa/home>
- **Indian Valley Girl Scouts**  
[www.gsep.org](http://www.gsep.org) - 215-564-2030
- **Encore Experiences (formerly the Senior Center)**  
[www.ghnps.org/encore\\_experience](http://www.ghnps.org/encore_experience) - 215-256-6900
- **Indian Valley Public Library**  
[www.ivpl.org](http://www.ivpl.org) - 215-723-9109
- **Lederach Golf Club**  
[www.lederachgolfclub.com](http://www.lederachgolfclub.com) - 215-513-3034
- **Harleysville Community Center (Pool)**  
[www.harleysvillecommunitycenter.com](http://www.harleysvillecommunitycenter.com) - 215-256-9315
- **North Penn YMCA Early Childhood Center**  
[www.northpennymca.org](http://www.northpennymca.org) - 215-256-0767
- **North Penn YMCA Indian Valley Branch**  
[www.northpennymca.org](http://www.northpennymca.org) - 215-723-3569
- **Perkiomen Watershed Conservancy**  
[www.perkiomenwatershed.org](http://www.perkiomenwatershed.org) - 610-287-9383
- **Heckler Plains Folklife Society**  
[www.facebook.com/hecklerplains.org](http://www.facebook.com/hecklerplains.org) - 215-822-7422
- **Harleysville Fire Company**  
[www.harleysvillefire.org](http://www.harleysvillefire.org) - 215-256-9657
- **PA Attorney General  
(Including Landlord/Tenant questions)**  
[www.attorneygeneral.gov](http://www.attorneygeneral.gov) - 717-787-3391
- **Additional Contacts & Links**  
[www.loweralfordtownship.org/your\\_community](http://www.loweralfordtownship.org/your_community)

Use the Residential Request Portal to,

- Report a concern
- Share an improvement idea
- Submit a general suggestion



Search the website at [www.loweralfordtownship.org](http://www.loweralfordtownship.org)

Call the office 8:30 AM-4:30 PM Monday-Friday at 215-256-8087

New Resident Welcome Letter

Dear New Resident and Neighbor,

On behalf of the Lower Salford Township Board of Supervisors, let me offer a heartfelt "Welcome to Lower Salford Township" and our community (Gemeinschaft!). As I extend this greeting, we would encourage you to check out all that Lower Salford Township has to offer. Below are a few points of contact that you may find helpful as you transition into the community. These are communication channels from which you can receive, or access, additional information about the community.

- Text Message Alerts -
  - Receive township updates and/or emergency alerts to devices of your choice. (i.e. road closures, township meetings and other events).
  - ReadyMontco.org
- Constant Contact -
  - Receive township updates twice a month via email, with special updates as needed.
  - ~~Lower Salford Constant Contact sign-up~~ [insert QR code]
- Township Website -
  - Your complete self-serve resource for township related information.
  - [www.LowerSalfordTownship.org](http://www.LowerSalfordTownship.org) [insert QR code]
- Resident Request Portal
  - Allows you to make requests for services or to report concerns.
  - ~~Lower Salford Township Resident Request Portal~~ [insert QR code]

Again, welcome to the community! We are delighted that you have chosen to live in Lower Salford Township, and should you need the resources of the township, please feel free to contact us.

Keith A. Bergman, Chairman  
Lower Salford Township Board of Supervisors  
[Township@LowerSalfordTownship.org](mailto:Township@LowerSalfordTownship.org)

Enclosures:  
*Township Quick Reference*  
*Township Map*

Montgomery  
County  
ReadyMontco  
QR code

Lower Salford  
Township  
Constant  
Contact QR code

Lower  
Salford  
Township  
website  
QR code

Lower Salford  
Township  
Resident  
Request Portal  
QR code

## Off-site Meeting Request Letter (DRAFT)

**[Final letter to be on Township letter head]**

Dear xxxxxxxxx,

The Lower Salford Township Communication Committee is seeking to take our monthly meeting out to community locations.

The Communication Committee objective is to find ways to improve communication between the Township and our residents. The Committee feels it would be a better opportunity for residents to attend a meeting if held throughout the Township, rather than only at the Township building. Being able to locally attend meetings would give members of our community an opportunity to contribute your insight, ideas and offer your perspective on Township communications.

Meetings typically consist of,

- Researching and discussing communication channels the Township has available
- Discussing how residents might best utilize existing communication channels
- Reviewing new Township/Resident communication ideas
- Making recommendations to the Board of Supervisors as necessary

We encourage new communication ideas from residents which can be explored by the Communication Committee and potentially bring additional benefit to Lower Salford Township and all of our residents.

**Please contact us at [xxxxxx] if you are interested in hosting a Communication Committee meeting.** We would be happy to discuss logistics with you.

Regard,

XXXXXXXXXXXXXXXX

Lower Salford Communication Committee  
Communications@LowerSalfordTownship.org