

**Lower Salford Township
Communications Committee Minutes
January 19, 2022**

The first meeting of 2022 of the Lower Salford Township Communications Committee was called to order at 7:30 p.m. via Zoom by Temporary Chairperson Holly Hosterman, liaison to the Township. In attendance were members Kevin Shelly, Jean Campbell, Heather Entenmann and Terri Ehrhart. Member John DelPizzo was not in attendance.

Ms. Hosterman opened the floor for nominations for Chairman for 2022. Terri Ehrhart motioned to nominate Kevin Shelly and Heather Entenmann seconded the motion. Nominations for Chairman were closed. Holly Hosterman requested a motion to appoint Kevin Shelly as Communications Committee Chairman for 2022. Motion passed unanimously and Mr. Shelly was elected Chair for 2022.

Chairman Shelly opened the floor for nominations for Vice-Chairman for 2022. Terri Ehrhart motioned to nominate Jean Campbell and Heather Entenmann seconded the motion. Nominations for Vice-Chairman were closed. Chairman Shelly made a motion to appoint Jean Campbell as Vice-Chairman for 2022. Motion passed unanimously and Ms. Campbell was elected Vice-Chair for 2022.

Chairman Shelly opened the floor for nominations for Secretary of the Committee. Terri Ehrhart motioned to nominate Heather Entenmann and Jean Campbell seconded the motion. Nominations for Secretary were closed. Chairman Shelly made a motion to appoint Heather Entenmann as Secretary for 2022. Motion passed unanimously and Ms. Entenmann was elected Secretary for 2022.

The Lower Salford Township Communications Committee was called to order at 7:40 p.m. in person by Chairman Kevin Shelly. There was one member of the public in attendance on Zoom.

Mr. Shelly called for a review of the November 17, 2021 meeting minutes. No changes were requested. Chairman Shelly requested a motion to accept the November 17, 2021 minutes. Ms. Campbell motioned, and Ms. Ehrhart seconded. November 17, 2021 minutes were unanimously approved.

Public Discussion: Chairman Shelly opened public discussion. Chairman Shelly recognized Matthew, a local Boy Scout from troop 137, for his attendance and interest in observing the Communications Committee meeting. No other public comments were made.

Under New Business:
Resident Services Quick Reference Guide

Chairman Shelly introduced a draft version of the Lower Salford Township Quick Reference guide for new residents moving to the township. Chairman Shelly shared with the committee that he checked the QR code for accuracy. Ms. Ehrhart asked if this quick reference guide would

change every season or how frequently the committee feels the guide should be updated – the committee agreed that a yearly update would be sufficient.

The committee discussed the best approach for distributing the QRG to residential facilities – the committee agreed to create a separate file that can be sent directly to residential facilities vs having this housed on the township website. Ms. Hosterman asked the committee if we should include information about renter rights and how to connect with elected officials – the committee agreed to add this information to the quick reference guide. Ms. Ehrhart requested we remove the North Penn YMCA Harleysville Branch as the Indian Valley Branch is already on the guide. The changes will be made to the quick reference guide and then can be distributed to residential facilities to share with new residents moving into the Township.

Goals for 2022

Chairman Shelly opened the floor for committee members to discuss committee goals for 2022. There were several ideas mentioned by committee members. Ms. Ehrhart would like the committee to think of ways the committee can measure the impact of the communications committee. Ms. Entenmann would like the committee to explore ways to increase the number of residents on the constant contact distribution list. Ms. Campbell would like the committee to focus on ways to increase outreach to residents within the Township. Mr. Shelly agreed the committee should continue to discuss ways to measure the impact of the committee’s work and how to grow the constant contact distribution list. Ms. Campbell suggested including information about the committee and our focus in future Township newsletters and include an opportunity for community residents to share feedback with the committee. All committee members agreed to bring ideas to future meetings.

Ms. Hosterman informed the committee that the Indian Valley Business Chamber will be sharing information about the Lower Salford Resident Request Portal, the QR Code linked to the Township website, and how to join the constant contact list in their next newsletter. Additionally, Ms. Hosterman suggested using the spring newsletter to highlight the communications committee accomplishments. Ms. Hosterman will begin drafting the spring newsletter in February and will share a draft with the committee.

Old Business

Newsletter Distribution

Mr. Shelly shared his progress for distributing newsletters to all residential facilities. He is currently working with residential facilities in the area to ensure residents receive copies of the Township newsletter.

Resident Request Portal (RRP)

Ms. Hosterman provided the committee with an update on the RRP. The Township has received a handful of requests for follow-up and office staff have responded to all requests. Ms. Hosterman is open to future suggestions on ways to improve the RRP. Ms. Ehrhart suggested including an “other” category for submitting issues outside the current categories. Ms. Ehrhart

had an issue finding an address through the portal and seeing street names on the map. Ms. Hosterman will look into these issues. Mr. Shelly asked Ms. Hosterman for her feedback on using the RRP as a township staff member. Ms. Hosterman shared the new RRP is accessible and user friendly for the staff members. Implementation of the new system has gone well for the different Township offices and staff.

The Communications Committee will reconvene on Wednesday, February 16th, 2022 at 7:30 p.m. in person with the option for the public to view the meeting via Zoom.

There being no further business, Chairman Shelly requested a motion to adjourn the meeting at 8:22 p.m. Terri Ehrhart made a motion and Jean Campbell seconded the motion. Meeting adjourned.

Respectfully submitted,

Heather Entenmann
Secretary, Communications Committee