

**Lower Salford Township
Communications Committee Minutes
January 18, 2023**

1. Opening
 - a. Call to order: 7:30 PM
 - b. Opened By: Holly Hosterman, temporary Chairperson
 - c. Attendees:
 - i. Kevin Shelly
 - ii. Jean Campbell
 - iii. Terri Ehrhart
 - iv. John Del Pizzo
 - v. Holly Hosterman, liaison to the Township

2. Election of Officers
 - a. Chairman
 - i. Kevin Shelly nominated by Terri Ehrhart
 - ii. Nomination seconded by Jean Campbell
 - iii. Votes, For: 4, Against: 0
 - b. Vice-Chairman
 - i. Jean Campbell nominated by Terri Ehrhart
 - ii. Nomination seconded by Kevin Shelly
 - iii. Votes, For: 4, Against: 0
 - c. Secretary
 - i. John Del Pizzo nominated by Jean Campbell
 - ii. Nomination seconded by Terri Ehrhart
 - iii. Votes, For: 4, 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. Kevin called for a review of the November 16, 2022, meeting minutes.
 - b. Adjustments: None
 - c. Motion to approve: Jean
 - d. Second: Terri
 - e. Votes, For: 4, Against: 0

4. Public Discussion and Visitors
 - a. Public attendees: In person: 0, Online: 2
 - b. Opened for public discussion: Chairman Shelly
 - c. Public comments: None

5. New Business
 - a. Meeting cadence
 - i. Open discussion on the meeting cadence for 2023 included whether the committee should wait for the Communications Survey results, whether meeting every three months would allow the team more time to consider topics, whether meeting less than monthly would be counter productive and too long between discussions, whether the

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period waiting for the survey to close, approvals to be received or other wait time could be utilized in considering other topics on the committee's backlog.

- ii. Motion to meet monthly: John Del Pizzo
- iii. Second: Jean
- iv. Votes, For: 4, Against: 0
- v. The meeting cadence in 2023 will be Monthly

6. Old Business

a. Communications Committee Survey Update

- i. Results of the survey to date were reviewed
- ii. Committee agreed to the following survey schedule
 - 1. Issue a survey reminder via Constant Contact ASAP - Holly
 - 2. Issue a survey reminder in the scheduled early February Township E-News (Constant Contact) - Holly
 - 3. Issue a survey reminder in the scheduled mid-February Township E-News (Constant Contact) - Holly
 - 4. Close the survey EOD February 28 - Holly
 - 5. Survey results will be published in April
- iii. General agreement that the committee's actions should prioritize the official Township communication channels
 - 1. Printed newsletter
 - 2. Website
 - 3. Email/Constant Contact updates
 - 4. Calls to the Township office
- iv. General agreement not to prioritize the following channels
 - 1. Social Media
 - 2. Word of mouth
- v. Text Alerts was fourth on the list of preferred communication channels, and not currently a committee focus.
 - 1. Email/Constant Contact 71%
 - 2. Printed Newsletter 67%
 - 3. Website 65%
 - 4. Text Alerts 24%**
 - 5. Facebook 22%
- vi. General agreement that the committee should consider the Text Alert communication channel
 - 1. Text alerts via Constant Contact
 - 2. Text alerts via ReadyMontco.org
 - 3. Other text alert tools

b. Township Map – Mailer & kiosks

- i. Map will be mailed to Township residents in early February
- ii. Laminated maps will be placed in the Township park kiosks in February via the Parks Department
- iii. The committee also requested laminated Township Quick Reference Guides be placed in the kiosks

c. Township YouTube channel

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- i. Kevin discussed this topic with the Board of Supervisors (BoS) and reports they were generally supportive of the concept
- ii. Ask for Township Manager approval to post Township public meeting on YouTube - Kevin
- iii. Clarify the process for posting Township public meeting on YouTube - Kevin

7. Closing

- a. Motion to adjourn: Jean
- b. Second: Terri
- c. Discussion:
 - i. Next meeting Wednesday February 15, 2023, at 7:30 PM
- d. Votes, For: 4, Against: 0
- e. Adjourned: 8:30 PM

Potential future topics

1. Survey results
2. Posting Township public meeting to a YouTube channel
3. Text Alert options
4. Text Alert quick reference guide
 - a. QRG with guidance on use of existing text alert services
 - b. ReadyMonco
 - c. WebCAD incidents for Montgomery County
 - d. PA Turnpike alerts
 - e. Others
5. Resident Request Portal
 - a. What is the access trend?
6. Follow-up survey
 - a. November 2023