

**Lower Salford Township
Communications Committee Minutes
July 21, 2021**

The Lower Salford Township Communications Committee was called to order at 7:30 p.m. via Zoom by Chairman Kevin Shelly. In attendance were committee members Kevin Shelly, Jean Campbell, Terri Ehrhart Heather Entenmann, and alternate member John DelPizzo. Holly Hosterman, liaison to the township was also present.

Mr. Shelly called for a review of the June 16, 2021 meeting minutes. Ms. Campbell and Ms. Ehrhart asked for correction of the word “North Hudington” under new business. Mrs. Hosterman said she would revise the minutes and correct North Hudington to North Huntingdon. Chairman Shelly requested a motion to accept the June 16, 2021 minutes as revised. Ms. Campbell motioned, and Ms. Ehrhart seconded. June 16, 2021 minutes were unanimously approved with corrected changes.

Public Discussion: There were no residents in attendance at the meeting.

Under New Business: Including Suggestions and General Requests options in Lower Salford citizen portal (Traisr Discussion)

Chairman Shelly gave an overview of the suggestions and general requests options for the Lower Salford Traisr web product. Ms. Hosterman shared the different categories that residents will be able to select as part of the citizen portal. Mr. DelPizzo asked what current options are available now for residents to submit general requests or suggestions. Ms. Hosterman confirmed that residents use the Facebook and general email link on the website frequently.

Under Old Business Traisr Follow-up

Township staff worked with Traisr representatives to outline a portal spreadsheet as discussed. The spreadsheet contains information for residents to submit feedback using different categories. These concerns are then directed to the appropriate township person. There will be an automatic reply and follow-up response from township staff.

The Traisr staff will continue to support additional refinement of the system as they rollout the new program. Mr. DelPizzo asked if there was an option for a general suggestion category or an opportunity to include suggestions under each category. The committee discussed a general suggestion feature and then Mr. Shelly suggested to stay with the current portal categories and continue to make refinements as needed.

Ms. Campbell asked if the Traisr program would generate a flag for residents if they tried to submit a request that was not within our township. Ms. Hosterman confirmed that the program would generate this type of flag for residents.

Ms. Hosterman shared some concerns and outstanding questions regarding renter concerns. Currently there is information on renter rights on the township website. Ms. Hosterman will

work with the township manager and Traistr staff to identify ways to incorporate a renter category.

Under Old Business: Community Bulletin Board

Mr. Shelly shared a draft communication that could be sent out to residential facilities, businesses and recreational facilities. Mr. Shelly opened up the meeting to discuss suggestions from the committee on the best approach for working with these locations for posting Township information. Ms. Campbell suggested starting with one type of location to test out how the process would work and use this as an opportunity to get feedback before sending to multiple organizations. Mr. Shelly confirmed that any outreach letter and plan would need to be approved by the Board prior to sending it out.

The committee discussed that the first round of letters might be best sent to residential facilities as a way to capture more Lower Salford residents. Mr. Shelly will send the committee the most recent drafts of the letters and will take suggestions and feedback from committee members prior to the next meeting. Ms. Campbell shared that the committee should also think through how to follow-up on requests that are received by residential facilities and the appropriate way to respond. Ms. Hosterman shared with the committee that some requests may need to be addressed through the township manager or staff.

Mr. Shelly agreed to check with the Township Manager to better understand how the Communications Committee members should respond or speak on behalf of the Township for potential requests. Ms. Entenmann agreed to work with Mr. Shelly to review the draft letters and the best way to respond to requests. The committee agreed to discuss this at the next meeting.

The Next Meeting of the Communications Committee will be Wednesday, August 18th 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 8:58 p.m. Terri Ehrhart made a motion and Jean Campbell seconded the motion. Meeting adjourned.

Respectfully submitted,

Heather Entenmann
Secretary, Communications Committee