

**Lower Salford Township
Communication Committee Meeting Minutes
July 17, 2024**

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

2. Approval of Minutes
 - a. Mr. Shelly called for a review of the June 2024 meeting minutes
 - b. Adjustments: None
 - c. Motion to approve: Ms. Ehrhart
 - d. Second: Ms. Cambell
 - e. Votes, For: 5, Against: 0

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

4. Old Business
 - a. New Resident Welcome Letter/packet – Kevin
 - i. Jan/Feb/Mar mailing status
 1. **Not distributed due to BOS questions on the cost of this as an on-going program.**
 2. **Mr. Shelly to provide clarification to the BOS**
 - a. **Cost to pull a quarterly new resident list from www.Leadsplease.com**
 - i. **~\$60/qtr, ~\$240/yr**
 - b. **Standard letter mailing costs**
 - i. **~100 letters/qtr**
 - ii. **Standard letter and two inserts**
 - c. **Committee recommends a quarterly mailing to connect with new residents as quickly as possible and fill the communication gap between move-in and contact via other Township communication channels**
 3. **Ms. Hosterman will establish an account on www.Leadsplease.com and research other pricing options.**
 4. **Suggestion made to combine the new list with the Jan/Feb/Mar list in a consolidated mailing.**
 5. **Mr. Shelly requested new resident in April-July be pulled for the August meeting.**

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- b. Business Outreach Letter – Kevin
 - i. Mailing status
 - 1. **Not distributed due to Township office resource limitations**
 - 2. **Ms. Hosterman will ask BOS member Joe Czajkowski about the Communications Committee members participating in the execution of mailing.**
 - a. **Is it permissible for the Committee to stuff and mail the Outreach Letter?**
 - 3. **Ongoing, the letter will be distributed as part of the annual fire inspections at each business location.**
 - c. New Resident Welcome Letter – Committee
 - i. Apr/May/Jun mailing addresses preparations
 - 1. **April-July names to be reviewed during the Committee’s August meeting, assuming BOS cost approval.**
 - d. New Resident Page (Township website) – Committee
 - i. Finalize a draft recommendation to the BOS
 - 1. **Confirmed the objective is to provide new residents easy access to exiting information on high interest topics when new to the Township.**
 - 2. **All links are to existing Township website pages**
 - 3. **Page content is expected to be static with no update required**
 - 4. **Future new resident communications (e.g. the New Resident Welcome Letter) will be able to point to this page of new resident focused links.**
 - 5. **No online version of the New Resident Welcome Letter is required.**
5. New Business
- a. None
6. Closing
- a. Next meeting date is August 21, 7:30 PM
 - b. **Ms. Cassel stated she will be absent from the meetings in Sep/Oct/Nov due to personal commitments. She will stay engaged via the meeting notes and recordings, and will communication with the team via email.**
 - c. Motion to adjourn: Ms. Cambell
 - d. Second: Ms. Ehrhart
 - e. Votes, For: 5, Against: 0
 - f. Adjourned: 8:30 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee

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New Resident web page (DRAFT)

Language + Login Search...

 **LOWER SALFORD TOWNSHIP, PA**  
Phone (215) 256-8087 | Fax (215) 256-4869
379 Main Street, Harleysville, PA 19438

Home News Calendar Your Community Building & Zoning Police Parks, Open Spaces & Recreation
Sewer Authority **New Resident Info**

NEW RESIDENT INFORMATION

Welcome to Lower Salford Township (Gemeinschaft!).

Lower Salford Township has four villages: Harleysville, Lederach, Mainland and Vernfield, and was established in 1741. The approximately 16,000 residents have access to an extensive trail system, 12 parks, including two historic farmsteads, a public golf course and the Harleysville Community Center with public pool.

We encourage you to check out all that Lower Salford Township has to offer. On this page are a few points of contact you may find helpful as you transition into the community

[FAQs](#)

[Township Offices Map](#)

[History](#)

[Park Locations](#)

[Voting District Map](#)

[Quick Reference Guide](#)

[Budget & Taxes](#)

[Contacts & Links](#)

[Trash Collection \(FAQs\)](#)



ADMINISTRATIVE OFFICE HOURS:
MONDAY-FRIDAY 8:30 am-4:30 pm
215-256-8087

POLICE DEPARTMENT OFFICE HOURS:
MONDAY-FRIDAY 8:00 a.m. - 4:30 p.m.
215-256-9500 EMERGENCY DIAL 911

Constant Contact: Sign up for twice a month emails on Township news.

ReadyMontco.org: Sign up for text alerts on Township updates and/or emergencies to devices of your choice.

Resident Request Portal: Instantly share a concern or idea.