

**Lower Salford Township
Communications Committee Minutes
June 15, 2022**

The Lower Salford Township Communications Committee was called to order at 7:30 p.m. in person by Chairman Kevin Shelly. In attendance were committee members Kevin Shelly, Jean Campbell, Terri Ehrhart, and John DelPizzo. Heather Entenmann attended by Zoom. Holly Hosterman, liaison to the township was not present. There were no members of the public present.

Mr. Shelly called for a review of the May 16, 2022, meeting minutes. Mr. Shelly corrected the minutes to include the member of the public who attended the May meeting. Heather made the correction to the May minutes. Terri Ehrhart made a motion to approve the minutes and Jean Campbell seconded. Minutes were unanimously approved.

Public Discussion: Chairman Shelly opened public discussion. No public comments or discussion from the committee members.

Under New Business:

Chairman Shelly opened discussion for the committee to share ideas that the committee should focus on now that the Quick Reference Guide and outreach letters are completed. Mr. DelPizzo reminded the group of the list of ideas generated at the October 2021 committee meeting. Heather shared the list of with committee members for the discussion.

The Committee identified the use of social media platforms to share Township news. Mr. DelPizzo shared that some townships have added local alerts or text message alerts. Committee members also discussed the potential to use short videos as a communication tool to feature different township information and how to publicize our meetings and committee efforts through local newspapers.

Committee members will continue discussing new ideas at the next meeting.

Under Old Business:

Committee members reviewed the Business Letter and Quick Reference Guide (QRG) for final edits. No edits were made and both materials were approved by Committee members.

With the Business Letter and QRG approved, Committee members approved the final list of business locations for mailing letters.

Mr. Shelly discussed sharing a digital and hard copy of the QRG with the residential facilities. All members agreed. Mr. DelPizzo asked about posting the QRG in park kiosks. Mr. Shelly shared that Ms. Hosterman will be reviewing the QRG with the park board at their next meeting. Once approved by the park board, the QRG can be posted in the park kiosks.

Ms. Ehrhart suggested the QRG also be posted in the front lobby of Township office. The Committee members also agreed to share the QRG with the list of organizations mentioned in the guide.

There being no further business, Chairman Shelly requested a motion to adjourn the meeting at 8:45 p.m. Ms. Campbell made a motion and Ms. Ehrhart seconded the motion. Meeting adjourned.

The Communications Committee will reconvene on Wednesday, July 20, 2022 at 7:30 p.m. in person with the option for the public to view the meeting via Zoom.

Respectfully submitted,

Heather Entenmann
Secretary, Communications Committee