

**Lower Salford Township
Communications Committee Minutes
June 16, 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 and alternate member John DelPizzo. Holly Hosterman, liaison to the township was also present.

Mr. Shelly called for a review of the May 19, 2021 meeting minutes. Ms. Ehrhart asked for clarification regarding the “welcome sign” discussion. Mrs. Hosterman said she would revise the minutes to reflect the nature of the discussion. Chairman Shelly requested a motion to accept the May 19, 2021 minutes as revised. Ms. Campbell motioned, and Ms. Ehrhart seconded. May 19, 2021 minutes were unanimously approved with corrected changes.

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

Under New Business: Traisr Discussion

Chairman Shelly gave an overview of the recent meeting with Township GIS provider, McMahon Associates. McMahon provides the cloud based Traisr program to the Township. Mr. Shelly said that he and Vice Chair Jean Campbell met with McMahon representatives on June 10th, along with other members of the Township Staff. Mr. Shelly said that the Traisr program could easily be used to track resident’s concerns/problems, etc. The cost to implement this custom-designed, cloud-based layer within Traisr would be a one-time fee of approximately \$6,000. There would be no additional maintenance fee but would be included in the existing fee the Township pays for yearly Traisr maintenance. Mr. Shelly reviewed other Townships who currently use this Traisr function on their websites: Middletown and North Huntingdon were both examples. Mr. Shelly also noted that he had presented this recommendation to the Board of Supervisors at the June 16 Work Session, and they were agreeable to this additional layer of technology to increase communication in the Township.

Mr. Shelly asked the members of the group if they had any questions. After a brief discussion on what type of categories need to be in this new resource, the biggest question was how to promote this to the community and make them aware of the service. Ms. Hosterman suggested that the Committee members write down ideas for the specific topics they would like to see in this new resource. Mr. Shelly said that ideas would be discussed at the next meeting.

Website recommendations were also discussed. Mr. DelPizzo had previously asked Mr. Shelly about ways to provide “suggestions” to the Township. Mr. Shelly asked Mrs. Hosterman to review the use of the website in this regard. She explained that the link to the general Township email was in the upper right-hand corner of the home page when you click on the “@” icon. She explained that the Township fields between 10-20 emails per day from this email as well as the general “buildingandzoning” email. All emails go to 4 different staff members who then disseminate the information to the specific staff member(s) to respond to the email(s). She explained that with the new Traisr function, staff would be required to input the concerns from

emails, phone calls and residents stopping into the office, into the new system themselves. It was her hope that the new format would be quickly accepted by the community.

Ms. Ehrhart asked if the Township has an official “list” of ways we currently communicate with residents. Mr. Shelly asked Ms. Hosterman if a list existed, and she noted that there was no “list”. She felt that a list would be helpful. Ms. Hosterman said she could compile a list for the next meeting for the Committee to review.

Under Old Business: Community Bulletin Board

Mr. Shelly shared letters he had drafted to potentially send to age restricted communities as well as the apartment complexes in the Township to request ideas on how the Township can better communicate with their residents, such as a Community Bulletin Board at these locations with Township information. Ms. Hosterman noted that often apartment complexes as well as continuing care communities have managers and/or coordinators on staff who provide Township information on a regular basis to their residents. She also noted the newsletters that are mailed to residents twice a year also provide emails, meeting times, contacts, links, etc.

Mr. DelPizzo asked if the Committee could create their own email listing of businesses, etc. to reach out with communications. Mr. Shelly noted that all the Boards and Committees are “advisory boards” to the Board of Supervisors. They are the ones who make the final decision based on recommendations. Therefore, creating our own listing would not be something that we would implement. The idea would need to be recommended to the Board, and then members of the Township Administrative Staff would implement the idea. Mr. DelPizzo also suggested a survey card that could be returned via USPS to the Township and/or an online survey. Vice Chair Jean Campbell noted that the Committee needs to determine what they are trying to achieve with these letters and what common ground do we share. Ms. Ehrhart also noted that retail establishments are busy and may not have time to complete a survey.

The Next Meeting of the Communications Committee will be Wednesday, July 21st at 7:30 p.m. via Zoom.

There being no further business, Chairman Shelly requested a motion to adjourn the meeting at 8:44 p.m. Jean Campbell made a motion and Terri Ehrhart seconded the motion. Meeting adjourned.

Respectfully submitted,

Holly Hosterman
Assistant to the Township Manager