Lower Salford Township
Communication Committee Meeting Minutes
June 21, 2023

1. Opening
   a. Call to order: 7:35 PM
   b. Opened By: Mr. Shelly
   c. Attendees:
      i. Jean Campbell
      ii. Jessica Cassel
      iii. John Del Pizzo
      iv. Terri Ehrhart
      v. Kevin Shelly

2. Approval of Minutes
   a. Mr. Shelly called for a review of the May 17, 2023 meeting minutes
   b. Adjustments: None
   c. Motion to approve: Ms. Ehrhart
   d. Second: Ms. Campbell
   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. Business introduction letter
      i. Confirm the drop date for the introduction letter to businesses
         1. Mr. Shelly reported the letter will be dropped in June.

   b. Text Alert and Help Desk services
      i. Review Board of Supervisors (BOS) feedback and guidance
         1. BOS requested the confirmation of the expected usage of a Text Alert tool
            a. The Committee recommends using another community survey with specific questions related to Text Alert and Help Desk tools and services.
         2. BOS requested additional exploration into the use of ReadyMontco
            a. Can ReadyMonco be used for Township specific alerts?
            b. Can ReadyMonco be used to send non-emergency township specific text messages?
            c. If so, what is the effort required by Township staff to issue Township specific text messages?
            d. Would there be any limit on Township text messages?
            e. Would there be any cost to the Township?
            f. Are there guidelines on the types of text messages ReadyMonco can or cannot be used for?
            g. Ms. Hosterman - research ReadyMontco with 'Tom'

> 3. BOS requested additional exploration on the use of functions and features in the current Township website for issuing Text Alerts
>   a. Can the Township website/webserver be used to send non-emergency township specific text messages?
>   b. **Ms. Hosterman – research text alert functions via the current Township webserver**

5. New Business
   a. The backlog list below of potential topics was reviewed
   b. Committee comments imbedded in the table
   c. The Committee will discuss the potential new topics in future meetings

6. Closing
   a. Motion to adjourn: Ms. Ehrhart
   b. Second: Ms. Campbell
   c. Discussion:
      i. Next meeting July 19, 2023, at 7:30 PM
   d. Votes, For: 5, Against: 0
   e. Adjourned: 8:30 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee

Potential new business topics

ID Nbr	Title	Description	June 21 comments
1	Facility Manager follow-up letter	Follow-up email to facility managers	
2+5+6+10	Resident welcome letter	Township welcome letter/flyer/packet idea with BoS New residents from a service	Work in progress
3	Renter quick reference guide	Top 10 list of Township contacts and services for renters	Drop from the list. This would not be that different from the current Quick Reference Guide
4	Dynamic QR codes	Dynamic QR codes for different township communication channels to track usage	
5	Resident welcome letter	Welcome Letter – informational letter/reference tool	
6	Resident welcome packet	Welcome Packet	
7	Large trail map	Large trail map to share with facilities	Done – Township provides a map which is now being posted in Park kiosks
8	Communications poster/flyer	Poster/Flyer	Done – Quick Reference Guide and the welcome letters fill this need.
9	Process for requesting maps and information	Process for Residential facilities to request more trail maps or information	Done - communications@lowersalfordtownship.org has been configured and can be used for requests
10	Process for sending information to new residents and facilities	Process for getting new information to new residents and facilities	Mr. Shelly might be able to own the responsibility for distributing to facilities
11	Subject matter expert speaker list	Speaker list from township staff or committee members to attend their resident meetings – one or two SME for each committee or topic	
12	Communications Committee brainstorming session	Host a communications/special brainstorm meeting – for residents to participate in an open discussion with the communications committee	
13	Communications Committee promotions	Promote the communications meetings as an opportunity to provide feedback	
14	Residential facility special alerts	Residential Facility Special Alerts communication	
15	Resident welcome video	Welcome video	

16	Special session with facilities management companies	Promote Township meetings/communications meetings with Facilities management company and invite them to attend future meetings	
17	Special session with the Indian Valley Chamber of Commerce	Contact the Indian Valley Chamber of Commerce to see if they have a flyer or information for resident packet	
18	Yearly update to the Township Quick Reference Guide		
19	measure the impact of the communications committee		
20	increase the number of residents on the constant contact distribution list	explore ways to increase the number of residents on the constant contact distribution list	
21	Resident outreach programs	increase outreach to residents within the Township	
22	Dynamic QR codes	Dynamic QR codes have the potential to provide information to the committee on how people are using the different materials (e.g., posters vs. one-page flyers) and communication channels. This may help the committee understand which materials are utilized the most by residents.	
23	Resident welcome letter	Discuss access to new resident address information should the committee create a welcome letter.	
24	Text message alerts	Text message alerts	Work in progress
25	Township information videos	Short videos to feature different township information	
26	publicize communication efforts through local newspapers	publicize our meetings and committee efforts through local newspapers	
27	Document communication tools	Document the communication tools and channels available to the Township	
28	Wi-Fi access in Township Parks	If the township erects light standard in parks, can/should Wi-Fi access nodes be installed?	