

**Lower Salford Township
Communications Committee Minutes
March 16, 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, Heather Entenmann, John DelPizzo, and Holly Hosterman, liaison to the township. There were no members of the public or attendees on Zoom.

Mr. Shelly called for a review of the February 16, 2022, meeting minutes. No changes were requested. Chairman Shelly requested a motion to accept the February 16, 2022, minutes. Mr. DelPizzo motioned, and Ms. Ehrhart seconded. February 16, 2022, minutes were unanimously approved.

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

Under New Business:

Communication Committee Business Outreach

Mr. Shelly opened discussion for committee members to discuss communication committee outreach to local business owners. The committee discussed different ways to approach business owners to make an introduction and if the committee should prioritize specific types of businesses in the initial outreach.

Mrs. Ehrhart asked the committee to identify and understand the purpose of our outreach efforts. Mr. Shelly shared initial focus would be to ensure business and patrons know about the Township website and where/how to locate information and resources provided by the Township. Mr. DelPizzo thought it might be helpful to understand which business have residential traffic. Mr. Shelly thought there may be opportunities to connect business with each other through our efforts.

Committee members agreed that the initial objective and purpose of outreach efforts would be to establish a relationship with the business owners and share the Township website. Business owners may also be open to posting Township information. Mrs. Hosterman shared with the committee that some businesses may not be receptive and cautioned the committee to think through our plans. Any outreach materials and plan would need to be reviewed and approved by the Board of Supervisors.

After much discussion, the committee felt restaurants in the area might be the best type of business for starting and agreed the best introduction approach would be to send a letter describing the communication committee and our goal of increasing awareness of the Township resources. Committee members also felt that in the introduction letter we could include the Township Quick Reference Guide (QRG). Mrs. Hosterman said the Township could provide additional copies of the QRG if business owners wanted copies to provide their patrons.

There were still several questions by committee members about the best approach for business outreach. The Committee agreed to table the outreach approach for now and instead focus on drafting an introduction letter. Mr. Shelly shared a draft business letter. The Committee discussed and offered feedback on the framing of the letter to ensure businesses are clear regarding the Committee's intention and how to get involved in sharing Township resources.

Mr. Del Pizzo and Mr. Shelly will share a draft letter with committee members prior to the next meeting.

Under Old Business:

Newsletter Update

The committee recognized Ms. Hosterman for her assistance in getting the Communications Committee information in the Indian Valley Reporter. Ms. Hosterman provided an update on the Spring Township newsletter and shared there will be mention of the Communications Committee and provide an update on committee activities over the past year.

Township Quick Reference Guide

Mr. Shelly provided feedback from the Board of Supervisors meeting on the Quick Reference Guide the Communication Committee created. The BOS want to committee to ensure the information provided on QRG is information that will not change frequently. The committee agreed to keep information on websites and phone numbers. For the Boy Scouts contact information, the committee agreed to edit the information to include the website and not personal emails or phone numbers.

The Communications Committee will reconvene on Wednesday, April 20th, 2022 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 8:34 p.m. John DelPizzo made a motion and Jean Campbell seconded the motion. Meeting adjourned.

Respectfully submitted,

Heather Entenmann
Secretary, Communications Committee