

**Lower Salford Township  
Communication Committee Meeting Minutes  
May 17, 2023**

1. Opening
  - a. Call to order: 7:37 PM
  - b. Opened By: Mr. Shelly
  - c. Attendees:
    - i. Kevin Shelly
    - ii. Jean Campbell
    - iii. Terri Ehrhart
    - iv. John Del Pizzo (Zoom)
    - v. Jessica Cassel
  
2. Approval of Minutes
  - a. Mr. Shelly called for a review of the April 19, 2023 meeting minutes
  - b. Adjustments: None
  - c. Motion to approve: Ms. Ehrhart
  - d. Second: Ms. Cassel
  - e. Votes, For: 4, 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 list of recommended businesses, the Lower Salford Township Communications Committee introduction letter and cost of a mailing was reviewed with the Board of Supervisors (BOS) – Mr. Shelly
      1. Done – Mr. Shelly confirmed BOS support for mailing the business introduction letter to Lower Salford Township businesses which were expected to have local customers.
    - ii. Confirm the drop date for the introduction letter to businesses
      1. The committee’s recommendation is for the letter to be mailed by the end of May.
  
  - b. Text Alert and Help Desk services
    - i. Review draft questions to use in email questionnaires and/or telephone interviews – Mr. Shelly
      1. Is the service/application easy/difficult to administer and manage?
      2. How many hours per week does this service require from staff?
      3. Do you know the pricing?
      4. Is the service/application worth the cost?
      5. Is vendor support available? If so, is there a fee?
      6. What do you like or dislike the most about the service/application?
    - ii. Review the input gathered from other townships – Committee
      1. Text My Gov
        - a. Found high usage in New Jersey and in Western Pennsylvania

2. Notify Me

- a. A feature included with websites hosted by CivicPlus
- b. Unknow if Notify Me can be purchased as a separate product

**3. See the Product Comparison Charts included later in this document**

- iii. Mr. Shelly – request current website costs and summary of features and capabilities are included.
- iv. Mr. Shelly – request current cost of website support and how the website is updated
- v. Committee Recommendation
  - 1. Given the resident survey was positive on the current website
  - 2. Given the resident survey high-lighted a need for text messaging
  - 3. Given the feature and price differences between Civic Plus and Text My Gov
  - 4. Given at this time the committee does not recommend changing the Township's website
  - 5. The committee recommends the township investigate Text My Gov further as a text messaging tool and additional communication channel with residents
- vi. Mr. Shelly – Provide a summary of the text messaging solutions and the Committee's recommendation to the BOS during the June 6 working session.

5. New Business

- a. None

6. Closing

- a. Motion to adjourn: Ms. Ehrhart
- b. Second: Ms. Campbell
- c. Discussion:
  - i. Next meeting June 21, 2023, at 7:30 PM
  - ii. Follow-up on the Business Introduction Letter
  - iii. Review BOS guidance on the text messaging recommendation
- d. Votes, For: 5, Against: 0
- e. Adjourned: 8:40 PM

Respectfully submitted:

John Del Pizzo  
Secretary, Communications Committee