

**Lower Salford Township  
Communication Committee Meeting Minutes  
May 15, 2024**

1. Opening
  - a. Call to order: 7:30 PM
  - b. Opened By: Mr. Shelly
  - c. Attendees:
    - i. Jean Campbell
    - ii. Jessica Cassel
    - iii. John Del Pizzo
    - iv. Terri Ehrhart
    - v. Kevin Shelly
    - vi. Holly Hosterman, liaison to the Township
  
2. Approval of Minutes
  - a. Mr. Shelly called for a review of the April 17 2024 meeting minutes
  - b. Adjustments: None
  - c. Motion to approve: Ms. Cambell
  - d. Second: Ms. Ehrhart
  - 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. Off-site meeting venue solicitation - Kevin
    - i. Letter distribution status

**General response to the solicitation was positive.**

      1. **Pheasant Run Apartments**
        - a. **New manager**
        - b. **Positive response to the ask and open to hosting a meeting**
        - c. **They do not have a large room or facility to host a meeting.**
        - d. **The manager will respond soon to the request.**
        - e. **Is a room required? Could the remote meeting be conducted in out outside setting? A courtyard setting?**
        - f. **They requested more Township maps.**
      2. **Village Square Apartments**
        - a. **Positive response to the ask**
        - b. **Assistant Manager will pass the request to the Manager**
        - c. **Requested the same type of information which is available in the Township vestibule**
      3. **Mark Twain Apartments**
        - a. **No response yet**
      4. **The Birches at Harleysville**
        - a. **Request will be passed to the Maintenance Manager**
      5. **Arbor Square of Harleysville**

- a. **Positive response to the ask and open to hosting a meeting**
    - b. **They already host other community group meetings**
    - c. **Executive Director will pass the request to the Maintenance Manager**
    - d. **They requested more Township maps.**
    - e. **Future topic: What is the viability of a bike share program in the Township?**
  - 6. **Montgomery Woods Townhomes**
    - a. **No response yet**
  - 7. **Park View at Oak Crest**
    - a. **Positive response to the ask**
    - b. **Property Manager will discuss/survey the ask with their residents at a residential picnic in May**
    - c. **They requested more Township maps.**
  - 8. **Property managers are generally not residents of Lower Salford and may not know the Township details. E.g. Two managers did not know the Township had a community pool or its location.**
  - 9. **Questions on remote meetings**
    - a. **How many people attend the Communication Committee meetings?**
    - b. **How many people might be expected to attend?**
    - c. **Would the on-site meetings be open to the public?**
- b. Resident welcome letter/packet
- i. Final letter status
    - 1. **Add three QR codes to the front bottom of the letter after the signature block.**
      - a. **Township website**
      - b. **Constant Contact**
      - c. **Resident Request Portal**
    - 2. **Delete 'New Resident Welcome Letter'**
    - 3. **Delete 'Lower Salford Constant Contact sign-up'**
    - 4. **Delete 'Lower Salford Township Resident Request Portal'**
    - 5. **Delete '[insert QR code]' at the paragraph level**
      - a. **QR codes to be after the signature block**
    - 6. **Add the Township email address to the signature block**
    - 7. **Future topic: Should copies of the Resident Welcome Letter/Packet be provided to residential facilities for manual distribution to new residents?**
  - ii. April distribution status
    - 1. **Final letter with changes and letterhead to be shared with the committee via email**
    - 2. **Committee recommendation is the distribution to the new resident list defined during the April meeting as soon as the final letter is composed**
- c. 'New Resident' website landing page
- i. Brainstorm design suggestions
  - ii. Hatfield Township
    - 1. [Resident Guide - Hatfield Township](#)

2. **Simple**
  3. **Informative**
  4. **Lots of information on community organizations**
  5. **Pictures**
  6. **Difficult/challenging to scroll thru material**
  7. **Organization structure is not obvious**
  8. **More structured from a Township perspective versus being structured for a new resident**
- iii. Concord Township new residents page
1. [Welcome to Concord Township, PA \(townshipofconcord.com\)](http://townshipofconcord.com)
  2. **Simple**
  3. **To the point**
  4. **Options to share the page**
  5. **Links are embedded in the text**
  6. **Does not make use of pictures**
  7. **Described as one step up in more detail from a quick reference guide**
  8. **Structured more for a new resident, not as a means to provide all the Township information**
- iv. Township of Lower Merion new resident packet
1. [New Resident Packet | Lower Merion Township, PA](#)
  2. **Not overbearing with information**
  3. **Side tool bar made the information more easily accessible**
  4. **Plenty of links and resources**
- v. Upper Merion Township new resident welcome packet
1. [New Resident Welcome Packet – Upper Merion Township \(umtownship.org\)](http://umtownship.org)
  2. **Informative**
  3. **Lots of information**
  4. **Active links in the packet**
  5. **Digital packet made scrolling cumbersome**
  6. **Links were to sites outside of the Township website**
    - a. **E.g. tax collection link was to the Tax Collector’s website, rather than a tax collection page in the Township site**
- vi. Doylestown Township
1. [Welcome To Doylestown Township | Doylestown Township \(doylestownpa.org\)](http://doylestownpa.org)
  2. **Good use of video, in a hometown welcoming presentation**
  3. **Structured as a welcome packet, which is informative with useful information**
    - a. **QR Codes but not active links in the packet**
  4. **20-minute video is long for one session**
  5. **Informative**
  6. **Lack of community**
  7. **Links were to sites outside of the Township website**
  8. **Navigation to specific topics was difficult**
- vii. **Committee recommendations on guiding principles for a ‘New Resident Page’ (top three guidelines highlighted)**
1. **Content should be simple and not wordy**
  2. **Content should be informative from a New Resident view point**

3. **Content should be easy to navigate**
  - a. **Visually clear**
  - b. **Not hard to find topic/links**
  - c. **Needs to have an obvious organizational structure, e.g. alphabetical**
    - i. **To make it easy to find topics without scrolling through the whole packet**
4. **Content should make use of pictures and videos**
5. **Avoid links to other sites**
  - a. **Links to other sites should open a new browser session, and leave the Township session active**
6. **Should be website pages, not PDF files**
7. **Should include information on community resources**
8. **Make use of QR codes**
- viii. **Content, to be discussed in the June meeting**
  1. **Committee recommendation to initially leverage existing content**
  2. **Welcome letter**
  3. **FAQ information**
  4. **Township Quick Reference Guide**

5. New Business

a. **None**

6. Closing

- a. Next meeting date is June 19, 7:30 PM
- b. Motion to adjourn: Ms. Ehrhart
- c. Second: Ms. Cambell
- d. Votes, For: 5, Against: 0
- e. Adjourned: 8:30 PM

Respectfully submitted:

John Del Pizzo  
Secretary, Communications Committee