

**Lower Salford Township  
Communications Committee Minutes  
November 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, John DelPizzo, Heather Entenmann, and Holly Hosterman, liaison to the Township.

Mr. Shelly called for a review of the October 19, 2022, meeting minutes. Chairmen Shelly requested that the minutes be edited to only include those committee members in attendance at the October meeting. Jean Campbell made a motion to approve the minutes and John DelPizzo seconded. Minutes were unanimously approved.

Public Discussion: Chairman Shelly opened public discussion. There were no members of the public present.

Under New Business:

Ms. Hosterman provided an update to the Committee about the cost associated with Survey Monkey. The online survey tool will only allow up to 50 surveys for free. A paid subscription is ~\$300 per year or ~\$25 per month. To obtain the paid service this would need to be approved by the Township Manager.

After discussion, Committee members agreed to move forward with the paid survey feature and have Ms. Hosterman request approval.

Township newsletters will be mailed in December and will include a QR link to the survey website. Trail maps will be mailed to residents in January.

Ms. Hosterman updated the Committee on her meeting with Montgomery County PC, Community Planning Manager, about creating a video describing the land development/zoning process for the Township. Committee members continued to discuss utilizing video communications tools, like YouTube, to provide Township updates. Mr. DelPizzo shared that he has experience creating videos and suggested the Committee develop a pilot concept to discuss at a future meeting.

The Committee further discussed opportunities to keep residents up to date with new projects and initiatives. Ms. Hosterman reminded the committee of the multiple communication tools that Township uses to share Township updates and new projects.

Under Old Business:

Chairman Shelly opened the floor to further discuss creating a Township YouTube channel. He requested the Committee think about ideas to share with the Board of Supervisors. Committee members agreed that a YouTube channel would be low-cost platform to store video content and other Township videos or recorded meetings. Mr. Shelly will continue to discuss with the BoS.

Schedule next meeting – December 21<sup>st</sup> @ 7:30pm

There being no further business, Chairman Shelly requested a motion to adjourn the meeting at 8:30 p.m. Mr. DelPizzo made a motion and Ms. Campbell seconded the motion. Meeting adjourned.

The Communications Committee will reconvene on Wednesday, January 18, 2023, at 7:30 p.m. in person with the option for the public to view the meeting via Zoom.

Respectfully submitted,

Heather Entenmann  
Secretary, Communications Committee