

**Lower Salford Township
Communications Committee Minutes
November 17, 2021**

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, alternate member 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 October 20, 2021 meeting minutes. No changes were requested. Chairman Shelly requested a motion to accept the September 15, 2021 minutes. Ms. Campbell motioned, and Ms. Ehrhart seconded. October 20, 2021 minutes were unanimously approved.

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

Under New Business:
List of Services for Renters

Chairman Shelly shared a list of services gathered by Mr. DelPizzo that may be useful to new residents of Lower Salford Township.

Committee members reviewed the list and discussed adding additional services or information on local sports and education services beyond Souderton School District information. Ms. Campbell shared a list of education services located on the chamber website. The committee agreed on adding a link to the chamber's website for education services. Mr. DelPizzo suggested adding information on daycare services, but committee members felt it would be challenging to provide an accurate list of daycare facilities in the township.

Once the list of services was agreed upon, the Committee discussed how to organize the list in a shareable format. Ms. Hosterman shared the current list of community services on the Township website where people could be directed to learn more about services. The committee decided to use the top list of services to draw people's attention to and then direct them to the township website with a QR code. Ms. Hosterman agreed to create a QR code that would direct people to the list of service on the Township website.

QR Codes and Township Flyer

The committee discussed creating a Township informational flyer. Mr. DelPizzo suggested the committee use any local township branding for the design. Mr. Shelly felt there currently wasn't a specific format but would need to be shared with the Board of Supervisors (BoS) for their feedback/approval. The committee asked Ms. Hosterman if the committee could use the current newsletter template for a flyer. Ms. Hosterman agreed she would check in with the organization, Hometown Press, to see if they would be open to sharing any templates with the committee.

Mr. Hosterman shared with the committee that there will be a new Township map created this year, which will be a refresh for township map. This may create an opportunity to put resident services information or flyer in the newsletter twice a year. Mr. DelPizzo volunteered to draft an informational flyer for the committee to review. The Committee also agreed to add the new resident information to the Township newsletter moving forward.

The committee agreed to creating QR codes that directed people to the list of township website with the list of community services and to have second code to sign up for constant contact. Ms. Hosterman can assist in creating these QR codes for the committee.

Under Old Business:

Lower Salford Resident Request Portal Update

The LSRRP is open to the public and reports are being submitted. Ms. Hosterman shared the few reports with the committee and described how they are being addressed by the Township staff. Ms. Campbell asked the committee to continue to think about ways to advertise the LSRRP and mentioned the opportunity to share with local reporter during BoS meeting.

Facility Letters

Mr. Shelly shared a follow-up action item from his conversations with residential facilities. A handful of residential facilities requested copies of the Township newsletter. Mr. Shelly will send additional newsletter copies to the facility managers and will respond to other requests if needed.

Mr. Shelly shared a follow-up letter for residential facilities with the committee. There were no comments or suggested changes by the committee. The committee agreed to include QR codes to direct facility managers and residents to important information on the Township website (e.g. LSRRP link). Mr. Shelly will finalize the letter and send this out to the facilities managers prior to the holidays.

Budget Requests

Mr. Shelly shared his budget conversation with the Township manager and confirmed there is not a dedicated budget for the Communications Committee. If the committee needs financial resources or has ideas that require a budget these will be shared with the Board of Supervisors to identify a path forward.

Newsletter Distribution to Residential Facilities

Mr. Shelly confirmed the Township will send copies of the Township newsletter to residents living in rental facilities within Lower Salford Township.

The Communications Committee will reconvene on Wednesday, January 19th, 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 8:37 p.m. Terri Ehrhart made a motion and Jean Campbell seconded the motion. Meeting adjourned.

Respectfully submitted,

Heather Entenmann
Secretary, Communications Committee