

**Lower Salford Township
Communication Committee Meeting Minutes
November 15, 2023**

1. Opening
 - a. Call to order: 7:35 PM
 - b. Opened By: Mr. Shelly
 - c. Attendees:
 - i. Jean Cambell
 - 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 October 18 2023 meeting minutes
 - b. Adjustments: None
 - c. Motion to approve: Ms. Ehrhart
 - d. Second: Ms. Campbell
 - e. Votes, For: 4, Against: 4

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. Resident welcome letter/packet – Committee
 - i. Letter draft
 1. **Lower Salford Board of Supervisors (BOS) Chairman Keith Bergman requested the Communications Committee draft the New Resident Welcome Letter.**
 2. **Chairman Bergman will review and sign the letter prior to its distribution.**
 3. **Committee - draft a letter**
 - ii. Packet contents
 1. **New Resident Welcome Letter**
 2. **Township Quick Reference**
 3. **Should the contents be restricted to what would fit in a legal letter envelope?**
 4. **Should the packet be a larger envelop and allow more material?**
 - iii. New resident identification
 1. **Mr. Del Pizzo presented the results of a test using ‘Leadsplease’**
 2. www.leadspleas.com
 3. **Selection Criteria**
 - a. **New Movers**
 - b. **3-mile radius from central Lower Salford**

- c. **Move in prior 12 months**
- d. **Single or multi family dwelling**
- e. **More must include a new City**
- f. **All age brackets, except 18-24**

4. Results

- a. **60 leads, shared with the Committee**
- b. **Using a ‘radius’ criteria may require a manual review of the leads prior to use**
- c. **Mr. Del Pizzo did not see a correlation between a few sample leads and the Montgomery County real-estate records. Additional research and validation of results is required**

- iv. **Mr. Shelly - Would the Township support a specific ‘New Resident’ website landing page to be created?**
- v. **Committee – What would the recommended cycle be? Monthly, Quarterly, Annually**

b. **Communication Committee off-site meeting – Committee**

- i. **Site options and selection**
 - 1. **Current draft letter being reviewed is included below.**
- ii. **Resident outreach options (i.e. advertising the session)**
 - 1. **Not discussed**
- iii. **Agenda topics**
- iv. **The BOS supports holding Communication Committee meeting at alternate locations**
- v. **Mr. Shelly will test Zoom options to any off-site meeting could be still recorded**
- vi. **Off topic questions (not communication related) would be documented and forwarded to the Township**

c. **Township communication tools and channels – Committee**

- i. **Draft review**
 - 1. **Reviewed**
 - 2. **The Committee will continue to consider ‘Target Audience’ descriptions**

d. **Yearly update to the Township Quick Reference Guide - Committee**

- i. **November – Current list review**
- ii. **Review assignments**
 - 1. **Ms. Campbell**
 - a. **Scouts BSA Troop 137**
 - b. **Indian Valley Girl Scouts**
 - c. **Encore Experiences**
 - d. **Indian Valley Public Library**
 - 2. **Mr. Del Pizzo**
 - a. **Lederach Golf Club**
 - b. **Harleysville Community Center**
 - c. **North Penn YMCA Harleysville Branch**
 - d. **North Penn YBMC Indian Valley Branch**
 - 3. **Mr. Shelly**
 - a. **Perkiomen Watershed Conservancy**
 - b. **Heckler Plains Folklife Society**

- c. Harleysville Fire Company**
- d. Landlord/Tenant Questions**

- 5. New Business
 - a. None

- 6. Closing
 - a.** Next meeting date is December 20, 2023, 7:30 PM
 - b.** Motion to adjourn: Mr. Del Pizzo
 - c.** Second: Ms. Campbell
 - d.** Votes, For: 4, Against: 0
 - e.** Adjourned: 8:30 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee

New Resident Welcome Letter (DRAFT)

Dear New Resident to Lower Salford Township,

[Welcome paragraph]

Below are Township communication channels via which you can receive or access additional information about your community, and provide questions, comments or concerns to the Township staff.

- Text message alerts
 - [description]
 - [ReadyMontco.org](#)
- Constant Contact
 - [description]
 - [Lower Salford Constant Contact sign-up](#)
 - QR code
- Township Website
 - [description]
 - [www.LowerSalfordTownship.org](#)
 - QR code
- Resident Request Portal
 - [description]
 - [Lower Salford Township Resident Request Portal](#)
 - QR code

Please call 999-999-9999 if you have questions.

Off-site Meeting Request Letter (DRAFT)

[Final letter to be on Township letter head]

Dear xxxxxxxxx,

The Lower Salford Township Communication Committee is seeking to take their monthly meeting [on the road/ out to community locations/ etc.]

The Communication Committee objective is to find ways to improve communications between the Township and its residents. The committee feels it would be a better opportunity for residents to attend a meeting if held throughout the township, rather than only at the Township building. Being able to locally attend meetings would give members of your community an opportunity to contribute their insight, ideas and offer their perspective on Township communications.

Meetings typically consist of,

- Researching and discussing communication channels the Township has available
- Discussing how residents might best utilize existing communication channels
- Reviewing new Township/Resident communication ideas
- Making recommendations to the Board of Supervisors as necessary

We encourage new communication ideas from residents which can be explored by the Communication Committee and potentially bring additional benefit to Lower Salford Township and all of its residents.

Please contact us at [xxxxxxx] if you are interested in hosting a Communication Committee meeting. We would be happy to discuss logistics with you.

Regard,

Xxxxxxxxxxxxxx

Lower Salford Communication Committee