

**Lower Salford Township  
Communications Committee Minutes  
October 20, 2021**

The Lower Salford Township Communications Committee was called to order at 7:32 p.m. in person by Chairman Kevin Shelly. In attendance were committee members Kevin Shelly, Jean Campbell, Terri Ehrhart, Heather Entenmann, and alternate member John DelPizzo. Janet Flisak was not in attendance. Holly Hosterman, liaison to the township, was also present. There were no members of the public or attendees on Zoom.

Mr. Shelly called for a review of the September 15, 2021 meeting minutes. No changes were requested. Chairman Shelly requested a motion to accept the September 15, 2021 minutes. Ms. Ehrhart motioned, and Ms. Campbell seconded. September 15, 2021 minutes were unanimously approved.

Public Discussion: Chairman Shelly opened public discussion to discuss Ms. Flisak's email resignation. Ms. Hosterman will be working with Mr. DelPizzo on transition to a full committee member. The committee recognized Ms. Flisak for her contributions while on the Lower Salford Township Communications Committee. There were no residents in attendance at the meeting.

Under New Business:  
Residential Facilities Letter

Chairman Shelly shared positive feedback from his recent conversations with residential facility managers in Lower Salford Township. Many facility managers were familiar with the Township website and welcomed receiving additional information to share with residents. Chairman Shelly shared what type of information facility managers think would be helpful for residents, including: A welcome letter from the Township, informational flyer to post in the laundry rooms, trail maps, and information about township meeting dates and community events. Facility managers also liked the idea of having special alert type messages to share with residents. The committee discussed that constant contact may be a great way to get special alerts out to interested residents. One facility manager requested 200+ newsletters for their residents – Mr. Shelly and Ms. Hosterman will work together to address this request.

The committee discussed next steps to see how we can help residents have access to the trail maps, newsletter, and possibly a welcome letter. Ms. Campbell asked if the residents were aware of the township meeting schedules and recommended potentially sharing the monthly Board of Supervisor minutes with the residential facilities.

Chairman Shelly asked the committee for additional ideas on information that would be helpful to share with residents. Mr. DelPizzo recommended the committee generate a list of ideas and identify the top ideas the committee should prioritize over the next few committee meetings. Ms. Entenmann captured the following list of ideas with the highest priority items at the top of the list.

- a. Communication Committee Ideas:

- i. Follow-up email to facility managers (Kevin is already starting to do this and send a draft to committee members)**
- ii. Kevin will check in on budget and potential township welcome letter/flyer/packet idea with BoS**
- iii. Top 10 list of Township contacts and services for renters in Township**
- iv. QR codes for different township websites**
  - v. Welcome Letter – informational letter/reference tool
  - vi. Welcome Packet
  - vii. Large trail map to share with facilities
- viii. Poster/Flyer
- ix. Process for Residential facilities to request more trail maps or information
  - x. Process for getting new information to new residents and facilities (Kevin might be able to own the responsibility for distributing)
- xi. Speaker list from township staff or committee members to attend their resident meetings – one or two SME for each committee or topic
- xii. Host a communications/special brainstorm meeting – for residents to participate in an open discussion with the communications committee.
- xiii. Promote the communications meetings as an opportunity to provide feedback.
- xiv. Residential Facility Special Alerts communication
  - xv. Welcome video
- xvi. Promote Township meetings/communications meetings with Facilities management company and invite them to attend future meetings – Holly has a list of these contacts if the committee needs them
- xvii. Contact the Indian Valley Chamber of Commerce to see if they have a flyer or information for resident packet

Committee members will review the list and bring ideas to the next meeting. Ms. Entenmann will send the list of ideas to committee members following the meeting.

Under Old Business:

Lower Salford Resident Request Portal Update

Ms. Hosterman asked the committee for specific feedback on the Lower Salford Resident Request Portal (LSRRP). Ms. Campbell and Mr. Shelly provided feedback on the visibility of the map on the portal website. Ms. Hosterman shared it may be challenging to fix some of the views and how they show up on different devices. Ms. Hosterman will be able to run reports on the different issues submitted by residents and share this feedback with the committee then the committee can make specific adjustments to the LSRRP.

Ms. Campbell asked if there will be a process for entering requests received over the phone into the LSRRP. Ms. Hosterman stated the Township will take it as a case-by-case basis and may not enter minor issues unless multiple phone calls for the same issue are received. Mr. Shelly mentioned that a future activity of the committee might be to send a survey out to residents for feedback on the new LSRRP. Ms. Campbell shared there could be an opportunity to highlight the LSRRP at the next Board of Supervisors meeting to increase awareness.

The committee discussed how to increase awareness of the new LSRRP. The LSRRP will be highlighted in the November newsletter and sent to those residents signed up through Constant Contact. The number of Constant Contact users can serve as a good baseline for the committee to evaluate the number of residents reached and how to improve the number of residents signed up for email communications over time. No additional feedback on the LSRRP was shared.

The next meeting of the Communications Committee will be Wednesday, November 17<sup>th</sup> 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 8:35 p.m. Terri Ehrhart made a motion and Jean Campbell seconded the motion. Meeting adjourned.

Respectfully submitted,

Heather Entenmann  
Secretary, Communications Committee