

**Lower Salford Township  
Communications Committee Minutes  
October 19, 2022**

The Lower Salford Township Communications Committee was called to order at 7:35 p.m. in person by Chairman Kevin Shelly. In attendance were committee members Kevin Shelly, Jean Campbell, Heather Entenmann, and Holly Hosterman, liaison to the Township.

Mr. Shelly called for a review of the September 19, 2022, meeting minutes. Jean Campbell made a motion to approve the minutes and Heather Entenmann seconded. Minutes were unanimously approved with no changes.

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

Under New Business:

Chairman Shelly opened the meeting discuss using a video sharing platform like YouTube to share Township information and recordings of public meetings. Ms. Campbell shared two examples of how other township's use YouTube and other public access channels to share events, meeting information, and township news. Committee members also discussed the Viebit video platform but decided the cost was prohibitive and agreed establishing a Township YouTube channel would be the most cost-efficient option.

Committee felt that there would be capacity start with a small channel for storing meetings and a few informational videos. The committee felt that the channel should be closed to public comment. The channel would include Township branding, similar to the Township website. A link to the YouTube channel would be included on Township website. Committee members shared a few potential ideas for video content. Mr. Shelly will discuss this with the Board of Supervisors for their input.

Under Old Business:

Ms. Hosterman provided the Committee with updates to the Township map that will be mailed to residents. She confirmed the Quick Reference QR code, Resident Request Portal, and Constant Contact email will be included on the maps.

Committee members discussed how to include the Township Communications Survey in the newsletter. The Township will provide paper surveys, QR code and link to the survey for residents to allow multiple options for completing the survey. The Committee reviewed the survey questions and sent the final version to Ms. Hosterman so she could create the survey in Survey Monkey. Ms. Hosterman suggested having a time limit on the survey so that it's not circulating for a long period of time. Committee agreed and will evaluate when to close the survey.

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

The Communications Committee will reconvene on Wednesday, November 16, 2022, 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