

**Lower Salford Township
Communication Committee Meeting Minutes
October 18, 2023**

1. Opening
 - a. Call to order: 7:30 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 September 2023 meeting minutes
 - b. Adjustments: None
 - c. Motion to approve: Ms. Campbell
 - d. Second: Ms. Ehrhart
 - e. Votes, For: 5, Against: 0

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. New Resident welcome letter/packet – Committee
 - i. Letter draft
 1. Is there an existing welcome letter?
 2. **Mr. Shelly – Ask the BOS Chairman to draft a New Resident Welcome Letter, or if they would like the Communication Committee to draft it**
 - ii. Packet contents (proposed)
 1. New Resident Welcome Letter
 - a. Suggested references to where a new resident could get additional information.
 2. Quick Reference Guide
 3. Current newsletter
 - a. Would the size be an issue in mailing a packet?
 4. Map (trail map)
 5. Instructions for subscribing to ReadyMontco alerts and text messages
 6. Website URL/QR
 7. Instructions for subscribing to Constant Contact
 8. Can items 5/6/7 be combined on a one-page summary?
 - iii. New resident identification
 1. **Mr. Del Pizzo – Identify the parameters which could be used to purchase new resident data using <http://www.leadsplease.com/>**
 2. What would be the cycle for New Resident letter/packet? Monthly, Quarterly, Annually?

- b. Communication Committee off-site meeting – Committee
 - i. Site options and selection
 - 1. Arbour Square
 - 2. The Birches
 - 3. Mark Twain
 - 4. Montgomery Woods
 - 5. Park View at Oak Crest
 - 6. Pheasant Run
 - 7. Valley Manor
 - 8. Village Square Apartments
 - 9. The Committee reviewed and provided input to Mr. Shelly on a letter to be sent to the sites above soliciting their interest in hosting a Communications Committee meeting
 - a. Move the hosting ask to the first paragraph
 - b. Add contact information
 - c. The final letter should be on Township letter head
 - d. Can/Should the content be streamlined?
 - e. Can/Should potential meeting topics be included?
 - f. Mr. Shelly – Revise the letter for review in November**
 - 10. Letter is only to assess the level of interest in hosting a meeting, and does not commit to a meeting at any site.
 - ii. Resident outreach options (i.e. advertising the session)
 - iii. Agenda topics
 - 1. Concerns were expressed on being able to control the meeting discussion and limit questions and comments to communication topics.
 - a. There is the risk that attendees would expect the meeting to be a ‘Township Meeting’, and have questions and topics which could not be addressed by the Communications Committee members.
 - b. Off site meeting topics would need to be clearly defined
 - c. Mr. Del Pizzo suggested limiting or requiring pre-registration to attend. Mr. Shelly was not in favor of any audience restrictions
 - d. Additional consideration of the risks and possible mitigation is required
 - iv. As an alternative to an off-site meeting, Mr. Shelly suggested special promotional efforts to get attendees to a Communication Committee meeting in the Township office.
 - c. Township communication tools and channels – Committee
 - i. Draft reviewed and updated
 - ii. Ms. Hosterman – provide additional information for each communication tool**
 - d. Yearly update to the Township Quick Reference Guide - Committee
 - i. November – Current list review
 - ii. December – Confirm updates
 - iii. January – Publish
5. New Business
 - a. None
6. Closing
 - a.** Next meeting date is November 15, 7:30 PM
 - b.** Motion to adjourn: Ms. Campbell

- c. Second: Ms. Ehrhart
- d. Votes, For: 5, Against: 0
- e. Adjourned: 7:25 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee