Lower Salford Township Communication Committee
Meeting Minutes
September 18, 2024

1. Opening
    a. Call to order: 7:55 PM
        i. **Opening delayed due to technical issues**
    b. Opened By: Mr. Shelly
    c. Attendees:
        i. Jean Campbell
        ii. John Del Pizzo
        iii. Terri Ehrhart
        iv. Kevin Shelly
        v. Holly Hosterman, liaison to the Township
        vi. Grace Kelly, Township Special Projects Coordinator
2. Approval of Minutes
    a. Mr. Shelly called for a review of the **July 2024** meeting minutes
        i. **No meeting was held in August**
    b. Adjustments: None
    c. Motion to approve: Mr. Del Pizzo
    d. Second: Ms. Cambell
    e. Votes, For: 4, 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. Business Outreach Letter distribution status - Ms. Hosterman
        i. **The Township office mailed the letter on Monday (9/16)**

    b. New Resident welcome letter/packet
        i. BOS guidance on next steps – Mr. Shelly
            1. **Ms. Hosterman reported the new resident welcome message will be included in the November newsletter**
                a. **The Committee assumption is the November newsletter will go to any new residents recorded through October.**
            2. **Mr. Shelly's understanding and expectation is the cost to use LeadsPlease on a quarterly basis to identify new residents is supported by the BOS and covered by the current budget.**
                a. **Ms. Hosterman will notify Mr. Shelly if additional approval by the BOS is required.**
                b. **Mr. Del Pizzo will re-send the LeadsPlease information and instructions to Ms. Hosterman and Ms. Kelley**
            3. **The Committee will discuss in the next meeting (November) the recommendation to drop a new resident letter/package via USPS in the six-month period between newsletters (December and June).**

  c. New Resident web page - Committee
    i. Final recommendation for BOS consumption
    ii. Trash Collection – The Committee agreed on 'Option 3' to display a link to the Township trash collection link <u>and</u> the trash related question and answer.
    iii. The Communications Committee recommends a New Resident Information page similar to the attached example.
      1. Motion by Ms. Cambell to present the Committee's 'Option 3' as the recommended format of a 'New Resident Information' website page to the BOS
      2. Second: Mr. Del Pizzo
      3. Votes, For: 4, Against: 0
      4. Mr. Shelly will present the Committee's recommendation to the next BOS meeting.

5. New Business
  a. Brainstorm the Communication Committee backlog of topics
    • **Draft a recommendation on a Facility Manager follow-up**
      o **Letter**
      o **Special Committee meeting with facility management companies**
      o **Committee meetings at residential facility locations**
    • **Updates to the Quick Reference Guide (Volume 3)**
    • **Recommendations on increasing attendance and input to the Communication Committee**
    • **Draft a recommended Township subject matter expert speaker list**
    • **Brainstorm uses for new Township communication channels**
      o **Facebook**
      o **Instagram**
    • **The Committee will review the topic backlog at the next meeting**

  b. **Mr. Shelly suggested a Township sponsored contest**
    i. Photo contest
    ii. Coloring contest
    iii. Winning entries to be displayed at the Township office
    iv. Objective of the contest to encourage resident use of the various Township communication channels
      1. Contest information and submissions via comms channels
      2. Winning entries shared via comms channels
      3.
  c. **Mr. Shelly high-lighted the Townships additional communication channels**
    i. Facebook
    ii. Instagram

6.   Closing
   a. **The October 16 meeting will be cancelled due to multiple schedule conflicts.**
   b. **Next meeting date is November 20, 7:30 PM**
   c. Motion to adjourn: Ms. Ehrhart
   d. Second: Mr. Del Pizzo
   e. Votes, For: 4, Against: 0
   f. Adjourned: 8:45 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee

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LOWER SALFORD TOWNSHIP, PA

Phone (215) 256-8087 | Fax (215) 256-4869
379 Main Street, Harleysville, PA 19438

Home News Calendar Your Community Building & Zoning Police Parks, Open Spaces & Recreation
Sewer Authority New Resident Info

NEW RESIDENT INFORMATION

- FAQs
- Township Offices Map
- History
- Park Locations
- Voting District Map
- Quick Reference Guide
- Budget & Taxes
- Contacts & Links
- Trash Collection (FAQs)

Who do I contact for trash pick-up?
Trash and recycling is through private haulers. Recycling bins are available for new residents at the township office.

Welcome to Lower Salford Township (Gemeinschaft!).

Lower Salford Township has four villages: Harleysville, Lederach, Mainland and Vernfield, and was established in 1741. The approximately 16,000 residents have access to an extensive trail system, 12 parks, including two historic farmsteads, a public golf course and the Harleysville Community Center with public pool.

We encourage you to check out all that Lower Salford Township has to offer. On this page are a few points of contact you may find helpful as you transition into the community

ADMINISTRATIVE OFFICE HOURS:
MONDAY-FRIDAY 8:30 am-4:30 pm
215-256-8087

POLICE DEPARTMENT OFFICE HOURS:
MONDAY-FRIDAY 8:00 a.m. - 4:30 p.m.
215-256-9500   EMERGENCY DIAL 911

Constant Contact: Sign up for twice a month emails on Township news.

ReadyMontco.org: Sign up for text alerts on Township updates and/or emergencies to devices of your choice.

Resident Request Portal: Instantly share a concern or idea.

Communication Committee topic backlog list

Rank	Title	Submitter Name	Submission Date	Description
1	Special sessions with residential facilities management companies	Committee	10/20/2021	Promote Township meetings/communications meetings at residential facilities, or a special facility focused session at the township office.
1	Define Communications Committee brainstorming session	Committee	10/20/2021	Host a communications/special brainstorm meeting – for residents to participate in an open discussion with the communications committee
1	Draft a recommendation on a facility manager follow-up letter	Committee	10/20/2021	Follow-up email to facility managers
2	Draft a recommended Township subject matter expert speaker list	Committee	10/20/2021	Speaker list of township staff or committee members who could attend resident facility meetings – one or two SME for each committee or topic
3	Define how various communication channels might be used to publicize the Communications Committee and generate input	Committee	4/20/2023	Define a photo/drawling contact leveraging the various communication channels Contest?
3	Define how the Township's communication channels could be used to encourage Communications Committee feedback	Committee	10/20/2021	Contest?
3	Explore options for additional resident outreach using various communication channels	Jean Campbell	1/19/2023	increase outreach to residents within the Township. Contest?
4	Draft a recommendation on renter quick reference guide	Committee	10/20/2021	Top 10 list of Township contacts and services for renters
4	Draft Volume 3 updates to the Township quick reference guide			

5	Draft a recommendation on the use of Dynamic QR codes	John Del Pizzo	2/16/2023	Dynamic QR codes for different township communication channels to track usage. Dynamic QR codes have the potential to provide information to the committee on how residents are the various communication channels. This may help the committee understand which channels are utilized the most by residents.
6	Draft a recommendation on a 'Large trail map'	Committee	10/20/2021	
7	Draft a recommendation on a Township process for residential facilities to request maps and information	Committee	10/20/2021	
8	Draft a recommendation on a Township process for sending information to new residents and facilities	Committee	10/20/2021	Process for getting new information to new residents and facilities
9	Brainstorm communication channels for residential facility special alerts	Committee	10/20/2021	Residential Facility Special Alerts communication
10	Draft a recommendation for a New Resident welcome video	Committee	10/20/2021	
11	Define the parameters for a special session with the Indian Valley Chamber of Commerce	Committee	10/20/2021	Contact the Indian Valley Chamber of Commerce to see if they have a flyer or information for resident packet
	Define how to measure the impact of the Communications Committee	Terri Ehrhart	1/19/2023	
	Explore ways to increase the number of residents on the constant contact distribution list	Heather Entenmann	1/19/2023	
	Draft a recommendation on Township information videos	Committee	4/20/2023	Short videos tool to feature different township information
	Recommend how to assess the level of resident interest in Wi-Fi access in Township Parks	Kevin Shelly	4/19/2023	Which communication channels might be use to assess the level of resident interest in Wi-Fi access in parks?