Lower Salford Township
Communication Committee Meeting Minutes
April 19, 2023.

1.   Opening
    a. Call to order: 7:30 PM
    b. Opened By: Mr. Shelly
    c. Attendees:
        i.   Kevin Shelly
        ii.   Jean Campbell
        iii. Terri Ehrhart
        iv.   John Del Pizzo
        v.   Jessica Cassel
        vi.   Holly Hosterman, liaison to the Township

2.   Approval of Minutes
    a. Mr. Shelly called for a review of the March 15, 2023 meeting minutes
    b. Adjustments: None
    c. Motion to approve: Ms. Ehrhart
    d. Second: Ms. Campbell
    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. Business introduction letter
        i.   Review and confirm recommended list of businesses
            1. The township's business emergency contact list was reviewed and adjusted to those the committee recommends receive the introduction letter.
            2. Selection is based on the expected foot traffic by township residents
            3. A list of ~350 business is recommended
            4. Letter adjustments
                a. '… attached notice …' s/b '… attached Quick Reference Guide …'
                b. 'Heather Entenmann' s/b 'Jessica Cassel'
            5. **Mr. Shelly – Provide the list of recommended businesses to Ms. Hosterman**
            6. **Ms. Hosterman - confirm the cost of mailing the Lower Salford Township Communications Committee introduction letter and a copy of the Township Quick Reference Guide.**
            7. **Mr. Shelly – Provide a copy of the final introduction letter to the Board of Supervisors (BOS)**
            8. **Mr. Shelly – Obtain final BOS approval for Township staff to mail the Communication Committee letter of introduction to the recommended businesses.**

b. Text Alert options
    i. Committee recommendations on Township Text Alert objectives
        1. Non-emergency messages
            a. Residents should be directed to the Montgomery County 'ReadyMontco.org' site for emergency notices
        2. Township event reminders
        3. Township meeting reminders
        4. Text alerts which do not require a response
            a. Alerts and reminders (not interactive messaging) appears to be the resident requirement based on survey results
    ii. Committee recommends a product comparison chart be presented to the BOS

Criteria/Product	Text My Gov	Notify Me	Constant Contact	General Texting Service
Key resident services provided (Purpose)				
Key product features (Capabilities)				
Vendor support levels				
Key interactive features (if applicable)				
Pricing				
Estimated impact on Township Staff (estimated hours per week)				

    iii. Mr. Shelly – Draft questions to use in email questionnaires and/or telephone interviews with current users of the four texting products. Objective is ten responses, two per committee member.
    iv. Committee members – Search the internet for townships using the four text messaging products

5. New Business
    a. Providing Wi-Fi internet access in Township parks will be a future Communication Committee topic
        i. Mr. Shelly noted the township is planning to put parking lot light standards in the Township parks. Would this be an opportunity to install internet access nodes? Would the default landing page be the Township site?

6. Closing
    a. Motion to adjourn: Mr. Del Pizzo
    b. Second: Ms. Ehrhart
    c. Discussion:
        i. Next meeting May 17, 2023, at 7:30 PM
    d. Votes, For: 5, Against: 0
    e. Adjourned: 8:45 PM