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

2. Approval of Minutes
   a. Mr. Shelly called for a review of the July 19, 2023 meeting minutes
   b. Adjustments: None
   c. Motion to approve: Ms. Ehrhart
   d. Second: Mr. Del Pizzo
   e. Votes, For: 3, 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. ReadyMontco Text Alert services
      i. Questions
         1. What is the character limit for any one Municipal Notification?
            a. **2000 Characters**
         2. Is there a way to classify the type of message/alert being sent?
            a. Is classification as a Township (i.e. Municipal) notification the only option?
            b. **Text Alerts can be classified as 'Emergency' or 'Community'**
         3. How will residents be educated about the ReadyMonco text alerts?
            a. Does the County have training material which can be leveraged?

b. Ms. Hosterman will ask Montogomery County about their efforts to inform all county residents about ReadyMontco.

c. Can a ReadyMontco email message be sent to members requesting 'Lower Salford Township' notices, who have provided an email address but not a TEXT Primary Cell Number?

   i. E.g. 'Lower Salford Township is now utilizing text alerts via ReadyMontco if a TEXT Primary Cell Number is provided in your profile'

Contact Information

Complete at least 2 contact information.

To receive notifications, select the checkbox for each form of contact.

TEXT Primary Cell #   ☑ Receive Notifications

Country / Region   TEXT Primary Cell # Number

United States   ⌄   ▭ +1 484 362 8470

Add Quiet Time

Personal Email   ☑ Receive Notifications

jadelpizzo@gmail.com

🗑 ＞ Evenings (Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday 11:00 PM - 06:00 AM)

d.

4. ReadyMontco text alerts can be released immediately or scheduled for future release

5. Lower Salford's first text alert was released on August 15 to 3247 ReadyMonco accounts which were registered for 'Lower Salford Township' and 'Municipal Notifications'

ii. Board of Supervisors (BOS) feedback/support on use
   1. Reminder alerts of the monthly Township BOS meeting
   2. Cautionary alerts regarding road issues
   3. Informational alerts about community events
   4. These recommendations were not presented to the BOS as no working session was held in July

     5. **Mr. Shelly suggested presenting the recommended uses of ReadyMontco at the next BOS working session, or sending an email. Mr. Del Pizzo offered to draft an email and provide it to Mr. Shelly. Mr. Shelly will send the email to the BOS.**

  b. Resident welcome letter/packet
    i. **Mr. Shelly will discuss the viability of a Township welcome package at the next BOS working session**
    ii. **Potential package**
     1. **Resident welcome letter from the BOS**
     2. **Township Quick Reference Guide**
     3. **Township map**
     4. **Current Township newsletter**
    iii. **Open questions**
     1. **What is the estimated number of new residents per month?**
     2. **What is the estimated postage cost to mail a package containing the contents listed above?**
     3. **What is the cost to have new residents identified?**

5. New Business
  a. Prioritization/selection of next/future topics
    i. **Text message alerts**
     1. **Pending feedback from the BOS on the committee's recommended use of the ReadyMontco text alert service**
    ii. **Resident welcome letter/packet and process for sending the packet to new residents**
     1. **Need guidance from the BOS on the viability of this type of program**
    iii. **Special session with facility management companies**
     1. **Need guidance from the BOS on whether Communication Committee meetings can be held off-site at resident facilities**
    iv. **Yearly update to the Township Quick Reference Guide**
     1. **Tentatively positioned as an EOY/BOY update**
    v. **Resident outreach programs**
     1. **Can this be combined with off-site Communication Committee meetings**
    vi. **Document the communication tools and channels available to the Township**
     1. **Channels**
     2. **Tools which target each channel**
     3. **Lead time for each channel**
     4. **Publication limits and controls for each channel**
     5. **Potential number of residents reached by each channel**

6. Other information about each channel to help in guiding resident communications

6.   Closing
   a. Next meeting date is Wednesday September 20, 7:30 PM
   b.   Motion to adjourn: Mr. Del Pizzo
   c.   Second: Ms. Ehrhart
   d.   Votes, For: 3, Against: 0
   e.   Adjourned: 8:30 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee