

**Lower Salford Township
Communications Committee Minutes
February 16, 2022**

The Lower Salford Township Communications Committee was called to order at 7:30 p.m. in person by Chairman Kevin Shelly. In attendance were committee members Kevin Shelly, Jean Campbell, Terri Ehrhart, Heather Entenmann, John DelPizzo, and Holly Hosterman, liaison to the township. There were no members of the public or attendees on Zoom.

Mr. Shelly called for a review of the January 19, 2022, meeting minutes. No changes were requested. Chairman Shelly requested a motion to accept the January 19, 2022, minutes. Ms. Campbell motioned, and Ms. Ehrhart seconded. January 19, 2022, minutes were unanimously approved.

Public Discussion: Chairman Shelly opened public discussion. No public comments or discussion from the committee members.

Under New Business:
2022 Community Quick Reference Guide

Chairman Shelly opened discussion for committee members to provide feedback on the draft Community Quick Reference Guide created by Mr. DelPizzo. Mr. DelPizzo completed all edits requested by committee members prior to the meeting and then suggested to fill the blank section of the community guide with the emergency services contact information. All committee members agreed on this addition.

Once printed, Mr. DelPizzo suggested the community guide be posted in the township park kiosks. Mrs. Hosterman shared that the Township will be printing a glossy professional version and will incorporate the community quick reference guide information into the Lower Salford Township posters. She has already obtained approval from the Board of Supervisors (BOS). These posters will be mailed to all residents with an address in the Township and placed in the park kiosks.

Mr. Shelly shared that he will be requesting approval from the BOS to send the community guide information to residential facility managers. Mr. Shelly noted that facilities managers have been thankful for the increased information and continued efforts by the Lower Salford Township Communications Committee.

Mr. DelPizzo informed the committee there are ways to incorporate dynamic QR codes for different materials printed that send users to unique URL before sending them to the website of interest. Dynamic QR codes have the potential to provide information to the committee on how people are accessing the QR codes in different marketing materials (e.g., posters vs. one-page flyers). This may help the committee understand which materials are utilized the most by residents. The committee discussed and agreed it may be difficult to implement dynamic QR codes in the current materials, but Mr. DelPizzo should continue to explore how they may be incorporated in the future.

Indian Valley Newsletter- Resident Request Portal QR Code

Ms. Hosterman shared she submitted the Resident Request Portal QR codes to the Indian Valley Chamber for inclusion into their upcoming newsletter. This will be included in the next "Indian Valley Today" publication.

Under Old Business: Newsletter Update

Chairman Shelly shared that the Township uses Every Door Direct services for distributing copies of the Township Newsletter to residents. This means every resident with an address in Lower Salford Township will be receiving a copy of the Township Newsletter.

Ms. Hosterman is preparing for the spring newsletter and would like to include a summary of the communications committee activities. She will prepare a draft for the communications committee to review at the next meeting.

Business Community Outreach

Mr. Shelly would like the communications committee to reach out to businesses in Lower Salford Township. Mrs. Hosterman shared there are approximately 350 businesses in Lower Salford Township. Given the number of businesses within Lower Salford, committee members agreed there would need to be a different approach than the one-on-one meetings used with the residential facilities managers. Mr. DelPizzo shared that the committee should think through what information would be beneficial to businesses. Committee members will bring ideas to the next meeting.

The Communications Committee will reconvene on Wednesday, March 16th, 2022 at 7:30 p.m. in person with the option for the public to view the meeting via Zoom.

There being no further business, Chairman Shelly requested a motion to adjourn the meeting at 8:20 p.m. Terri Ehrhart made a motion and John DelPizzo seconded the motion. Meeting adjourned.

Respectfully submitted,

Heather Entenmann
Secretary, Communications Committee