

Lower Salford Township Communication Committee
Meeting Minutes
November 20, 2024

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

2. Approval of Minutes
 - a. Mr. Shelly called for a review of the September 18, 2024 meeting minutes
 - i. No meeting was held in October
 - b. Adjustments: Grace Kelly s/b Grace Kelley
 - c. Motion to approve: Ms. Ehrhart
 - d. Second: Mr. Del Pizzo
 - 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:
 - i. **Mr. Shelly expressed the committee's thank you to Jean Cambell for her contributions as she steps down from membership for person reasons.**
 - ii. **Mr. Shelly noted that Ms. Cambell's leaving creates an opening on the Committee which the township will work to fill with another resident volunteer.**

4. Old Business
 - a. New Resident welcome letter/package
 - i. Confirm inclusion with the November newsletter – Ms. Hosterman
 1. **Ms. Hosterman confirmed the New Resident welcome letter would be in the November newsletter, which is expected to be distributed to all residents by the end of November.**
 - ii. Confirm budgetary coverage on a quarterly schedule – Ms. Hosterman
 1. **Ms. Hosterman confirmed a quarterly mailing to new resident addresses is supported by the Township Commissioners and the cost of acquiring new resident mail addresses and mailing a New Resident welcome letter/package is covered by the Township budget.**
 - iii. Discuss the recommendation to drop a new resident letter/package via USPS in the six-month period between newsletters (December and June).
 1. **As the New Resident welcome letter will be include in the November newsletter the Committee's recommendation is for the next pull of new resident addresses and a mailing occur in about three months.**
 2. **Target will be an early April mailing, to include new residents from December, January, February and March**

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- b. New Resident web page
 - i. BOS guidance on the Communication Committee web page recommendation – Mr. Shelly
 - 1. Mr. Shelly reported continued support from the BOS for a New Resident page in the Township website.**
 - 2. Ms. Kelley reported the page would be incorporated in the new Township website expected to launch in December**
 - c. Continue review and prioritization of Communication Committee topics
 - i. See the updated topics list attached**
5. New Business
- a. New Resident article**
 - i. The Township office is drafting a New Resident article for inclusion in the June 2025 newsletter.**
 - ii. Ms. Hosterman expects to have a draft of the article available for viewing in the Committee’s March 2025 session.**
6. Closing
- a. Next meeting date is December 19, 7:30 PM
 - b. Motion to adjourn: Mr. Del Pizzo
 - c. Second: Ms. Ehrhart
 - d. Votes, For: 4, Against: 0
 - e. Adjourned: 8:40 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee

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Communication Committee topic backlog list

Nbr	Rank	Title	Submitter Name	Submission Date	Description	Comment
1	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.	Dec topic, Combine w/#3, Rank 2
2	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	
3	1	Draft a recommendation on a facility manager follow-up letter visit	Committee	10/20/2021	Follow-up email to facility managers	Dec topic, Rank 2
4	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	
5	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?	
6	3	Define how the Township's communication channels could be used to encourage Communications Committee feedback	Committee	10/20/2021	Contest?	Possible use of a survey,
7	3	Explore options for additional resident outreach using various communication channels	Jean Campbell	1/19/2023	increase outreach to residents within the Township. Contest?	
8	4	Draft a recommendation on renter quick reference guide	Committee	10/20/2021	Top 10 list of Township contacts and services for renters	
9	4	Draft Volume 3 updates to the Township quick reference guide				Dec topic, Rank 1, target January approval
10	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.	
11	6	Draft a recommendation on a 'Large trail map'	Committee	10/20/2021		Remove
	7	Draft a recommendation on a Township process for residential facilities to request maps and information	Committee	10/20/2021		Dec topic, Rank 2
12	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	Combine with #12
13	9	Brainstorm communication channels for residential facility special alerts	Committee	10/20/2021	Residential Facility Special Alerts communication	Remove

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14	10	Draft a recommendation for a New Resident welcome video	Committee	10/20/2021		
15	11	Define the parameters for a special session with the Indian Valley Chamber of Commerce outside organizations	Committee	10/20/2021	Contact the Indian Valley Chamber of Commerce to see if they have a flyer or information for resident packet	
16		Define how to measure the impact of the Communications Committee	Terri Ehrhart	1/19/2023		
17		Re-Explore ways to increase the number of residents on the Constant Contact Catapult distribution list	Heather Entenmann	1/19/2023		
18		Draft a recommendation on Township information videos	Committee	4/20/2023	Short videos tool to feature different township information	
19		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?	Remove
20		Brainstorm recommendations on increasing attendance and input to the Communication Committee	Committee	9/18/2024		
21		Brainstorm uses for new Township communication channels Facebook Instagram	Committee	9/18/2024		
22		Draft a recommendation for contests Photo/Drawing/Coloring contest to encourage resident use of the various Township communication channels.	Kevin Shelly	9/18/2024	<ul style="list-style-type: none"> • Contest information and submissions via comms channels • Winning entries shared via comms channels • Winning entries to be displayed at the Township office • Use the contest to encourage Resident use of other Township communication channels 	
23		Draft a recommendation on a special Committee meeting with facility management companies	Committee	9/18/2024		
24		Draft a recommendation on a Communication Committee meeting at residential facility locations	Committee	9/18/2024		Supported by the BOS