Agenda
Lower Salford Township
Communication Committee
January 15, 2025
7:30 p.m.

1. Call to order

2. Call to approve minutes from the November 2024 meeting - Chairperson

3. Call for public discussion and visitor comments - Chairperson

4. Old Business
   a. None

5. New Business
   a. Draft Volume 3 updates to the Township quick reference guide
      i. Targeting January approval to publish
   b. Draft a recommendation on residential facility follow-up visits and special meeting sessions
      i. Promote Township meetings/communications meetings at residential facilities, or a special facility focused session at the Township office
   c. Draft a recommendation on a Township process for residential facilities to request maps and other information
      i. Process for getting new information to new residents and facilities

6. Closing

Communication Committee topic backlog list

Nbr	Rank	Title	Submitter Name	Submission Date	Description	Comment
1	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	
2	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	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?	
4	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,**	
5	3	Explore options for additional resident outreach using various communication channels	Jean Campbell	1/19/2023	increase outreach to residents within the Township. Contest?	
6	4	Draft a recommendation on renter quick reference guide	Committee	10/20/2021	Top 10 list of Township contacts and services for renters	
7	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.	
8	6	Draft a recommendation for a New Resident welcome video	Committee	10/20/2021		
9	7	Define the parameters for a session with the **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	
10		Define how to measure the impact of the Communications Committee	Terri Ehrhart	1/19/2023		
11		Re-Explore ways to increase the number of residents on the **Catapult** distribution list	Heather Entenmann	1/19/2023		
12		Draft a recommendation on Township information videos	Committee	4/20/2023	Short videos tool to feature different township information	
13		Brainstorm recommendations on increasing attendance and input to the Communication Committee	Committee	9/18/2024		

14		Brainstorm uses for new Township communication channels Facebook Instagram	Committee	9/18/2024		
15		Draft a recommendation for **contests** to encourage resident use of the various Township communication channels.	Kevin Shelly	9/18/2024	• 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**	
16		Draft a recommendation on a special Committee meeting with facility management companies	Committee	9/18/2024		
17		Draft a recommendation on a Communication Committee meeting at residential facility locations	Committee	9/18/2024		**Supported by the BOS**