1. Opening
   1. Call to order: 7:30 pm
   2. Opened by: Ms. Hosterman, temporary Chairperson
   3. Attendees:
      1. Jessica Cassel
      2. John Del Pizzo
      3. Terri Ehrhart
      4. Kevin Shelly
      5. Harry Solimeo
      6. Holly Hosterman, liaison to the Township
      7. Grace Kelley, liaison to the Township
2. Election of Officers
   1. Chairman
      1. Kevin Shelly nominated by Terri Ehrhart
      2. Nomination seconded by John Del Pizzo
      3. Votes – For: 5; Against: 0
   2. Vice-Chairman
      1. Terri Ehrhart nominated John Del Pizzo
      2. Nomination seconded by Jessica Cassel
      3. Votes – For: 5; Against: 0
   3. Secretary
      1. Terry Ehrhart nominated Jessica Cassel
      2. Nomination seconded by Harry Solimeo
      3. Votes – For: 5; Against: 0
   4. Elected Officers for 2025
      1. Chairman: Kevin Shelly
      2. Vice Chairman: John Del Pizzo
      3. Secretary: Jessica Cassel
3. Approval of minutes
   1. Chairman Shelly called for a review of the November 2024 meeting minutes
      1. No meeting was held in December due to multiple schedule conflicts
   2. Adjustments: None
   3. Motion to approve: Terri Ehrhart
   4. Second: Harry Solimeo
   5. Votes – For: 5; Against: 0
4. Public discussion and visitors
   1. Public attendees: In person: 3; Online: 0
   2. Opened for public discussion: Chairman Shelly
   3. Public comments:
      1. Lori Yamashita from Cheswyck neighborhood asked if it was appropriate to provide feedback and raise concerns about the development plans at Derstine Farm in this forum
         1. Ms. Yamashita introduced Bette Duddy, also from the Cheswyck neighborhood
         2. Chairman Shelly explained the role of the Communications Committee, referring to Resolution No. 2020-29, which established the purpose of the Lower Salford Township Communications Committee.
         3. Chairman Shelly handed out the above-referenced Resolution 2020-29 to the public attendees.
      2. Ms. Yamashita presented and praised the Lower Salford Township Newsletter that she receives in the mail and said she goes online to find out other information related to the Township.
         1. Mr. Del Pizzo inquired if “online” meant the Township website
            1. Ms. Yamashita confirmed
         2. Mr. Del Pizzo inquired if Lori was subscribed to any other forms of communication that the Township provides.
            1. Ms. Yamashita said she was not aware of these
            2. Ms. Hosterman referenced the QR codes in the newsletter
            3. Chairman Shelly acknowledged that it’s important to hear how Township residents are getting information
         3. Ms. Yamashita acknowledged the need to cater to all generations with a communications strategy
         4. Mr. Del Pizzo inquired how Ms. Yamashita found out about the Destine Farm development plans
            1. Ms. Yamashita found out from a flyer in her mailbox, from Ms. Duddy
            2. Ms. Duddy found out from word of mouth
      3. Ms. Duddy voiced her disappointment and concerns about the development changes in Lower Salford Township.
         1. Mr. Del Pizzo iterated that it would not be the responsibility of the Township to notify residents of the sale of property.
         2. Mr. Del Pizzo asked how Ms. Duddy finds information once the development starts.
            1. Ms. Duddy said during Township Development meetings
            2. Ms. Hosterman explained that the Township cannot take action until the property is sold and the plan is complete and ready for approval
         3. Chairman Shelly reiterated that the Communication Committee’s objective is to understand how residents are receiving information
            1. Ms. Yamashita inquired if the Township had a Facebook page
            2. Ms. Duddy stressed the importance of making the information available
            3. Mr. Del Pizzo inquired about how to reach residents through the communications channels available (Resident Request Portal, Facebook, Constant Contact, ReadyMontco)

Ms. Yamashita and Ms. Duddy suggested: an open house, reaching out to the contacts on the Township Quick Reference Guide, video tutorials on the website, elementary schools, and bullets outlining the main points on the agendas for upcoming Township meetings

* + - 1. Rob Carlson introduced himself as a newer resident to the Harleysville area and shared a “success story” of the Communications Committee
         1. Mr. Carlson praised the “eye on development” section of the Township website
         2. Mr. Carlson gave an example of how he reached out to the Township via email about a development near his home and how quickly the Township replied and provided an abundance of information

Mr. Carlson voiced that a roadblock was the “right to know” form and suggested this should be posted on the website

1. Associate Member proposal
   1. Chairman Shelly discussed the proposal for adding Associate Members to the Communications Committee due to the abundance of interest in the open position for 2025
      1. Concept supported by the Board of Supervisors
      2. Associate Members would actively participate and contribute ideas, but would not have voting privileges.
      3. Committee members agreed that 3 Associate Members would be appropriate
   2. Chairman Shelly shared a draft Amendment to Resolution No. 2020-29, A Resolution Establishing the Lower Salford Township Communications Committee
      1. Edit to draft: Remove the “Participation in Decision-Making” statement
   3. Approval of recommendation to amend Resolution No. 2020-29 [enclosed in Appendix - with one edit re: Section 3 instead of Section 4]
      1. Motion to approve: Harry Solimeo
      2. Second: Terri Ehrhart
      3. Votes – For: 5; Against: 0
   4. Chairman Shelly to share the proposed amendment to Resolution No. 2020-29
2. Old Business
   1. Review of Township website New Resident Guide page
      1. The committee is to look at the current New Resident’s Guide page and come to the February meeting with feedback
3. New Business
   1. Yearly update to the Township Quick Reference Guide
      1. Committee to review current list/contacts
         1. Ask if their organization has any way to help share the Township information.
            1. Can they post our Business letter (the one with QR codes)?
            2. Can they help promote the Quick Reference Guide and other sources of Township information (e.g., website, newsletter, Constant Contact, ReadyMontco)?
            3. Can they use any available hard-copy Township information, maps, QRG, newsletters, etc.?
      2. Review assignments:
         1. Ms. Cassel
            1. Poison Control
            2. PECO Outage
            3. SPCA
            4. PA Attorney General
            5. Additional Contacts & Links
         2. Mr. Del Pizzo
            1. North Penn YMCA Early Childhood Center
            2. North Penn YMCA Indian Valley Branch
            3. Perkiomen Watershed Conservancy
         3. Ms. Ehrhart
            1. Indian Valley Public Library
            2. Lederach Golf Club
            3. Harleysville Community Center (Pool)
         4. Mr. Shelly
            1. Heckler Plains Folklife Society
            2. Harleysville Fire Company
            3. Freedom Valley Medical Rescue
         5. Mr. Solimeo
            1. Scouts BSA Troop 137 / BSA Troop 91
            2. Indian Valley Girl Scouts
            3. Encore Experiences
4. Discuss future meeting time.
   1. Ms. Duddy stressed the importance of consistent times
   2. The committee agreed to keep the meeting time at 7:30
5. Closing
   1. Next meeting date: February 19, 2025
   2. Motion to adjourn: Ms. Ehrhart
   3. Second: Ms. Cassel
   4. Votes – For: 5, Against: 0

Respectfully submitted:

Jessica Cassel

Secretary, Communications Committee