1. Opening
   1. Call to order: 7:30 pm
   2. Opened by: Mr. Shelly, Chairperson
   3. Attendees:
      1. Jessica Cassel
      2. John Del Pizzo
      3. Terri Ehrhart
      4. Kevin Shelly
      5. Harry Solimeo
2. Approval of minutes
   1. Chairman Shelly called for a review of the meeting minutes from the January 15, 2025 meeting
   2. Motion to approve: Ms. Ehrhart
   3. Second: Mr. Solimeo
   4. Votes – For: 5, Against: 0
3. Public discussion and visitors
   1. Public attendees: In person: 1, Online: 0
      1. In-person attendee(s): Mr. Carlson arrived at XX
   2. Opened for public discussion: Chairman Shelly
   3. Public comments: N/A
4. Old Business
   1. Proposal to amend Resolution No. 2020-29 to add in Associate Members
      1. Still pending approval from the Board of Supervisors and Township Legal team
      2. Board of Supervisors is considering adding this role for other Township committees.
   2. Volume 3 updates to the Township Quick Reference Guide
      1. The Committee members went through their assigned contacts/links and gave updates.
      2. Volume 3 draft is enclosed with updates from the discussion.
      3. Mr. Carlson suggested creating a Township-owned page that redirects to the links within in case the links change or are updated in the future
         1. Chairman Shelly to raise this with Ms. Hosterman and Ms. Kelley via e-mail
      4. Distribution / Next steps
         1. Printed or digital copies will be delivered to interested community organizations.
         2. Committee members are to personally deliver virtual or printed copies to the locations they were originally assigned to review (see January 15, 2025 Meeting Minutes, Section 7(a)ii).
   3. Review of Township website New Resident Guide page
      1. Mr. Del Pizzo suggested we define what a “new resident” means to the Committee
      2. Proposed resources to include:
         1. Trash collection and recycling
         2. Utility setup (water, power, internet providers)
         3. School district information
         4. Emergency services
      3. Next steps – Discuss with Ms. Hosterman and Ms. Kelley on the parameters to be adhered to on the Township website and why there are more links included than recommended
5. New Business
   1. Recommendation on residential facility follow-up visits and special meeting sessions
      1. Promote Township meetings/communications meetings at residential facilities, or a special facility focused session at the Township office
      2. Challenges and considerations raised:
         1. Not all residential properties have meeting space available
         2. Some property managers are open to the idea, but need to seek approval from “higher-ups”
         3. Concerns about attendance – would enough residents participate?
         4. Technology and accessibility – Ensuring meetings can still be recorded and accessed online if hosted off-site.
   2. Recommendation on a Township process for residential facilities to request maps and other information
      1. When distributing materials, provide the facilities with the Communications Committee email for them to follow up with or ask for more materials
   3. Possible topics for future meetings
      1. Evaluate the effectiveness of the New Resident Welcome Letter
      2. Exploring text message alerts for township updates and meetings
      3. Revisiting the committee’s core purpose (per township ordinance) to ensure all initiatives align with its original mission.
      4. Potential additional outreach methods: Ensuring maximum community engagement and awareness.
6. Closing
   1. Next meeting date: March 19, 2025
      1. Mr. Del Pizzo will not be able to attend
   2. Motion to adjourn: Mr. Solimeo
   3. Second: Mr. Del Pizzo
   4. Votes – For: 5, Against: 0

Respectfully submitted:

Jessica Cassel

Secretary, Communications Committee



C**ommunication 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 sessionwith 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** |