1. Opening
	1. Call to order: 7:30 pm
	2. Opened by: Mr. Del Pizzo, Vice Chairperson
	3. Attendees:
		1. Jessica Cassel
		2. John Del Pizzo
		3. Terri Ehrhart
		4. Harry Solimeo
		5. Holly Hosterman, liaison to the Township
		6. Grace Kelley, liaison to the Township
2. Approval of minutes
	1. Vice Chairman Del Pizzo called for a review of the meeting minutes from the March 19, 2025 meeting
	2. Motion to approve: Ms. Ehrhart
	3. Second: Mr. Solimeo
	4. Votes – For: 4, Against: 0
3. Public discussion and visitors
	1. Public attendees – In person: 1; Online: 0
		1. In-person attendee(s): Mr. Carlson
	2. Opened for public discussion: Vice Chairman Del Pizzo
	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.
		3. Will wait for next meeting/for Chairman Shelly to return with an update
	2. Volume 3 of the Township Quick Reference Guide
		1. Updates outlined during the meeting – will need to approve and plan distribution at May meeting
5. New Business
	1. Revisit Communications Committee’s core purpose per Township Resolution No. 2020-29 (the Resolution)
		1. The Committee noted that it may need to focus more on the non-profit aspect of the Resolution as well as the outreach channels
		2. The Committee agreed to address this again at the May meeting
	2. Explore future topics/projects for the Communications Committee
		1. The Committee looked at the ongoing list of potential topics/projects that has been accumulating and suggested starting with #10 (Define how to measure the impact of the Communications Committee) at the next meeting and go from there
		2. Mr. Carlson suggested evaluating how the Committee facilitates communications for other departments
		3. The Committee agreed to evaluate backlog items based on their alignment with the Resolution and be ready to discuss at the May meeting
6. Closing
	1. Next meeting date: May 21, 2025
	2. Motion to adjourn: Ms. Cassel
	3. Second: Ms. Ehrhart
	4. Votes – For: 4, 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 how to measure the impact of the Communications Committee  | Terri Ehrhart | 1/19/2023 |  |  |
| 2 | 2 | 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 | 3 | 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  |  |
| 4 | 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 channelsContest? |  |
| 5 | 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,** |  |
| 6 | 4 | Explore options for additional resident outreach using various communication channels | Jean Campbell | 1/19/2023 | increase outreach to residents within the Township.Contest? |  |
| 7 | 5 | Draft a recommendation on renter quick reference guide | Committee | 10/20/2021 | Top 10 list of Township contacts and services for renters |  |
| 8 | 6 | 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.  |  |
| 9 | 7 | Draft a recommendation for a New Resident welcome video | Committee | 10/20/2021 |  |  |
| 10 | 8 | 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 |  |
| 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 channelsFacebookInstagram | 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** |