Lower Salford Township

Communications Committee Minutes

August 20, 2025

Chairman Shelly called the Lower Salford Township Communications Committee meeting to order at 7:30 p.m. Committee members present were Kevin Shelly, John Del Pizzo, Terri Ehrhart, Harry Solimeo, Rob Carlson and Township Liaison Grace Kelley.

Chairman Shelly led all in the Pledge of Allegiance.

Public Comment

There was no public comment.

Meeting Minutes

Mr. Del Pizzo moved to approve the July 17, 2025 minutes. Ms. Ehrhart seconded. Motion was unanimous in favor.

Unfinished Business

A) Townshippresence at the Harleysville Market

The board noted positive community engagement; residents warming up to Township booth. Promotional merchandise in the form of cups with the township seal are printed and will be distributed sparingly due to cost. Six newsletter sign-ups collected in August. Discussion included adding survey questions to gauge awareness of Township events, a strategy to leverage all communication channels, and that October market will coincide with firehouse street fair with a larger audience expected.

B) Residential Facilities Materials Request Form

Ms. Kelley provided updated draft of letter to inform local organizations on the availability of the request form. On review the committee emphasized simplicity: short instructions, QR code, and optional printable samples, and allowing facilities to request personal delivery. It was recommended that the link to the initiative and the form in printed material should direct to Township website (not just Google Form). Next step will be a pilot with senior centers and residential facilities.

New Business

A) Junior Supervisor Program

Mr. Shelly noted that an Inquiry from a high school student prompted research into the feasibility of the program and it is modeled on other PA townships. The Board of Supervisors supports the initiative and applications are due mid-September with info posted on Township website. Discussion included potential outreach to Souderton High, homeschool and private school networks, church bulletins and QR code promotion at the September Harleysville Market. The committee noted importance of reaching both students and parents.

B) Training Opportunities and Tech Research

Mr. Carlson shared research items including an online conference on government forms called FormFest 2025, an AI-based meeting clipping tool called See Gov that could be used along with human editing to generate video clips of township meetings for social media engagement, and idea for improving “Eye on Development” with map images. He shared presented two new resident personas added to the proposed committee’s outreach framework including Emerging Civic Voice (High school or college-aged civic minded residents), and Short-term Renter (medium tech-savvy resident with renter-specific needs).

In discussion Ms. Kelley noted that she had signed up for the conference already. The committee expressed interest in the AI tool with caveats about assuring accuracy and sufficient context. Mr. Del Pizzo suggested that interactive maps using existing ArcGIS data could be simpler and more effective presentation of development data. Ms. Kelley shared several updates to the township pages including a new photo of the police department, updated permitted solicitor list, and update to Kulp Road Park description. The committee noted importance of balancing outreach across demographics.

Ms. Kelley said based on conversations with the web site host, it is only possible to display the email list pop-up to every visitor every time or not at all. Updating the meeting schedule to display both work sessions and Board of Supervisors meetings in the prominent upcoming meeting section is unlikely to be added as a feature before 2026.

C) Election of Committee Secretary

Mr. Del Pizzo moved to nominate Rob Carlson for the position of committee secretary. Mr. Solimeo seconded. Motion was unanimous in favor. The committee thanked Grace Kelley for serving as interim secretary.

Closing

There being no further business the meeting was adjourned at 8:38 p.m.

The next meeting is scheduled for September 17, 2025 at 7:30 p.m. at the township building and online via Zoom.

Respectfully Submitted,

/s/

Rob Carlson

Communications Committee Secretary

Addendum – August 2025 meeting alignment with Founding Resolution (2020-29)

This meeting:

* Supported Purpose A & C: improving communication with residents via markets, surveys, and newsletters.
* Supported Purpose B & D: assisting Township departments with outreach (to residential facilities for materials request, to schools for Junior Supervisor program, and all residents with updates to web site.
* Powers & Duties: Committee acted per its role to recommend strategies and report communication improvements.

Meeting alignment with Committee Backlog:

* Resident outreach & surveys: revisited for awareness of township events
* QR codes: applied to materials request form and Junior Supervisor signs.
* New Resident & renter engagement: addressed via personas and facility outreach.
* Informational videos / clips: discussion of See Gov AI highlights tool.