

Lower Salford Township
Communications Committee Minutes
January 21, 2025

The meeting was called to order at 7:34p.m by Township Liaison Grace Kelley. Committee members present were Chairman Kevin Shelly, John Del Pizzo, Terri Ehrhart and Rob Carlson.

Ms. Kelley led all in the pledge of allegiance.

Annual Reorganization

- Ms. Ehrhart moved to nominate Kevin Shelly as chairperson, seconded by Mr. Carlson. 4 in favor, 0 opposed. Mr. Shelly is elected. Chairman Shelly assumes the meeting.
- Ms. Ehrhart moved to nominate John Del Pizzo as vice chairperson, seconded by Mr. Carlson. 4 in favor, 0 opposed. Mr. Del Pizzo is elected.
- Ms. Ehrhart moved to nominate Rob Carlson as secretary, seconded by Mr. Del Pizzo. 4 in favor, 0 opposed. Mr. Carlson is elected.
- The committee discussed alternating meeting facilitation between Chair and Vice Chair in 2026 to strengthen continuity and coverage.

Chair Shelly called for review of the December 17, 2025 minutes. Two corrections were identified (a date correction and removal of a duplicated word). Motion to approve as amended by Mr. Del Pizzo and seconded by Ms. Ehrhart. 4 in favor, 0 opposed.

Public Comment

Chair Shelly welcomed Junior Supervisor Thomas Holloway. Mr. Holloway asked for a brief overview of the committee's purpose and operations. The committee described its advisory role under Resolution 2020-29, including identifying communication gaps, recommending improvements, and supporting dissemination of timely, accurate township information through multiple channels.

Mr. Holloway described school communication channels including the Souderton Area High School newspaper ("The Arrowhead") and suggested township information could potentially be shared there, particularly for residents approaching voting age. He also noted Instagram is an effective way for students like him to discover township updates in-feed.

Recurring Items

- **Township Presence:** Ms. Kelley reported there were no new event updates since the holiday market; the next Harleysville Market township presence is anticipated in early May, which will provide a final in-person opportunity shortly before the May open space referendum.
- **Newsletter and email updates:** Ms. Kelley reported the next physical newsletter is targeted for early May and will require content finalization by early March to meet production timeline and suggestions for content are welcome. The committee discussed recent snow emergency communications that were distributed through multiple channels (including Facebook, Instagram, Constant Contact, ReadyMontco, website, and police Facebook). Ms. Kelley noted that despite broad distribution, some vehicles remained parked on streets during snow emergencies. Ms. Kelley and Public Works Director have discussed adding physical fliers to vehicles parked on streets prior to snow emergency enforcement to improve compliance and support plowing and emergency access. Members discussed opportunities to improve resident understanding of what a snow emergency declaration means including expectations, rationale, and where to find the list of affected routes, and suggested publishing clearer guidance in advance of future storms.
- **Website and social media:** Members noted the township's winter preparation information is strong, and discussed improving visibility of snow emergency routes and related guidance to reduce confusion. Chairman Shelly observed the referendum information is prominently posted on the township website and is easy to locate.
- **Development/Open Space awareness:** Chose to discuss during Unfinished Business for fuller discussion.
- **General resident feedback themes:** Ms. Kelley reported limited recurring complaints; one theme that emerges during winter events is perceived lag time in plowing, particularly for roads further from state routes. The committee discussed setting expectations through public works "FAQ" style messaging and/or publishing simple operational statistics (hours, miles, sequencing) to increase understanding of plowing operations.

Unfinished Business

A) Allebach Farm preservation planning

Chair Shelly reported that a “Citizens for Lower Salford” organizational meeting is being planned for the second week of February to coordinate community outreach and divide volunteer workload across relevant township groups (including the Park Board, Planning Commission, Recreation Authority, and Board of Supervisors). Committee members were asked to share availability with him so scheduling can be finalized.

B) New Resident Welcome Letter

The committee revisited the mailed welcome letter program and discussed steps to restart distribution. Ms. Kelley will verify that the returning Board of Supervisors Chairman Mr. Bergman agrees with the letter and have him sign it. The committee recommended simplifying the call-to-action at the bottom of the letter by using a single QR code that points to a township-controlled “New Resident” page. The committee reaffirmed the intent to send letters three times per year, avoiding overlap with township newsletter distribution (typically May and December). For the upcoming mailing, members supported using approximately four months of new residents prior to sending to maintain cadence and avoid re-targeting residents who have already received other township communications.

New Business

C) Prior survey results and potential refresh

Chair Shelly shared copies of prior survey materials and summarized that results historically indicated strong preference for email/newsletter updates, with interest in text messaging as an additional channel. The committee discussed that a refreshed survey may be valuable for channel selection and referendum-related outreach and agreed to circulate digital copies to members for review.

D) Associate member interest

The committee noted Stacy Silva is an interested applicant, but she was not present. Members supported deferring action until the applicant can attend a meeting (in person or virtually) to confirm fit and expectations. The committee also noted that a new associate member (Jessica) was appointed at the and will be formally welcomed when present.

Public Comment

No public comment was offered.

Closing

There being no further business, the meeting adjourned at 8:35 p.m on motion from Mr. Solimeo and second from Ms. Ehrhart.

The next meeting is scheduled for February 18, 2025 at 7:30 p.m. at the Township Building and via Zoom.

Respectfully submitted,

/s/

Rob Carlson
Communications Committee Secretary