

Lower Salford Township
Communications Committee Minutes
June 17, 2026

The meeting was called to order at 7:30 p.m. by Chair Kevin Shelly. Committee members present were Kevin Shelly, John Del Pizzo, and Rob Carlson. Grace Kelley and Christina Bernhardt were present as liaisons to the Township. Chair Shelly led the pledge of allegiance.

Minutes

Chair Shelly called for review of the May 20, 2026 minutes. A motion was made by Mr. Del Pizzo and seconded by Mr. Shelly to approve the minutes. All in favor.

Public Comment

Lori Yamashita of 470 Wexford Circle thanked the committee for its discussion at the May meeting. She said she has subsequently met informally with Township staff to learn more about how Board of Supervisors meetings and Township government operate.

Recurring Items

- Township Presence: Ms. Kelley reported that the Township participated in the June 7 Harleysville Market with good attendance despite the hot weather. Several residents scanned the code for the resident survey and she completed some with verbal interviews.
- Website and social media: Ms. Kelley reported comments on the Facebook and Instagram posts continue to be positive. There had been some early concerns but comments to date have generally been supportive of Township activities and employees.
- Development/Open Space awareness: Ms. Kelley reported that staff and Supervisors discussed creating an open space committee in the morning's work session and the Communications Committee would likely have an important role in how to share information about future public open space discussions. Members asked whether this committee could conduct a survey in advance of the new committee's forming. Ms. Kelley agreed to check internally regarding whether such a survey would be appropriate and when it might best be conducted.

Unfinished Business

A) Township Communication Channels and Resident Outreach

Members continued discussion from May on how to promote use of the Township's communication channels. Ms. Bernhardt and Ms. Kelley said social media is useful for frequent and timely communication where residents may encounter posts naturally while using platforms they already visit. Ms. Bernhardt noted they are tailoring content to each platform, as shares help extend Facebook reach, comments help increase Instagram reach, and location tagging can show posts to residents who do not follow Township accounts. The committee agreed that increasing awareness of social media should be a focus during the second half of 2026, based on what's suggested by the resident survey.

B) Resident Survey

Ms. Kelley reported that the resident communications survey received 186 responses and would remain open through June 30. She noted responses increased after committee members began sharing the survey in community groups following the May meeting. Members asked whether the link could also be placed on community bulletin boards where residents might encounter it.

New Business

C) Social Media and Website Analytics

Ms. Bernhardt presented social media and website analytics covering the previous 30 days. Facebook received 5,000 views during the period from both followers and non-followers. Instagram views increased 183.5 percent, and doubled among non-followers. The Township website had just over 4,000 active users, up 6 percent. Overall page views were down slightly, possibly reflecting reduced traffic after the open space referendum. Community event pages and the Township calendar were among the most visited. Ms. Kelley said Constant Contact subscribers do not increase much except during direct outreach.

The board noted that increasing social media use may reduce resident need to subscribe to older channels. Mr. Carlson asked whether website analytics could show what residents search for on the Township site and whether they successfully reach the information they are seeking. Staff agreed to investigate what information is available.

D) Helping Residents Understand How Township Meetings Run

Ms. Kelley explained that the township has no formal documented public-comment rules. Procedures depend on the particular board and the discretion of its chair. Some localities impose specific speaking limits or restrict speakers to a single opportunity. She noted:

- Printed handouts may be brought to a meeting and offered to a board or committee subject to the chair's discretion.
- A formal presentation or electronic material displayed during a meeting would generally require more advance coordination or to be included as an agenda item.
- Files delivered on removable media would need to be scanned by Township IT.
- Township staff receive attachments from residents by email but presentation of those materials would be up to the particular chair of the body conducting the meeting.

Ms. Yamashita noted that a page of text with a particular passage highlighted or a slide using photographs to illustrate a concern are visual materials would allow her personally to explain complex matters more concisely.

Members discussed creating a Quick Reference Guide or similar guidance to help residents understand what to expect when attending a Township meeting and how to prepare effective public comments. It was agreed that guidance should assist residents without unnecessarily creating new restrictions or bureaucracy. The committee agreed to continue discussion of the topic at a future meeting.

E) Future Communications Committee Priorities

It was agreed to table this item until the next committee meeting.

F) Procedural Question

Mr. Carlson raised a procedural question concerning whether associate or other non-voting members may make or second motions even though they do not participate in the final vote. Ms. Kelley agreed to obtain clarification. Members noted that, if necessary, any prior action could be reconsidered after the procedure is clarified.

Public Comment

No public comment was offered.

Closing

There being no further business, the meeting adjourned at 8:46 p.m on motion from Mr. Carlson and second from Mr. Del Pizzo. All in favor.

The next meeting is scheduled for August 19, 2026 at 7:30 p.m. at the Township Building and via Zoom.

Respectfully submitted,

/s/

Rob Carlson

Communications Committee Secretary