1. Opening
   1. Call to order: 7:30 pm
   2. Opened by: Mr. Shelly, Chairperson
   3. Attendees:
      1. Jessica Cassel
      2. Terri Ehrhart
      3. Kevin Shelly
      4. Holly Hosterman, liaison to the Township
      5. Grace Kelley, liaison to the Township
2. Approval of minutes
   1. Chairman Shelly called for a review of the meeting minutes from the February 19, 2025 meeting
   2. Motion to approve: Ms. Ehrhart
   3. Second: Ms. Cassel
   4. Votes – For: 3, 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: 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 (QRG)
      1. The Committee members reviewed the updated QRG that Ms. Kelley sent around
      2. The Committee agreed to include a QR code to take visitors to the electronic version of the QRG
      3. Ms. Kelley said she would circulate her suggestion
      4. Distribution / Next steps to be discussed at the April meeting
   3. Review of Township website New Resident Guide page
      1. Committee reviewed updates and proposed two changes
         1. Add the school district information
         2. Move the quilt image down on the mobile version
   4. Draft a recommendation on residential facility follow-up visits and special meeting sessions
      1. Chairman Shelley distributed letter that was sent out previously
         1. Committee agreed that this was still applicable
      2. Committee agreed to verbally confirm the follow up process (emailing the Communications Committee email address)
      3. Chairman Shelley will distribute the letters to residential facilities along with maps and the updated QRGs
5. New Business
   1. New Resident messaging
      1. Committee discussed process moving forward for getting out the New Resident welcome letters
      2. Committee agreed to issue this letter in the Township Newsletter for now, and revisit in June
   2. Revisit Communications Committee’s core purpose per Township ordinance (Resolution No. 2020-29)
      1. Mr. Carlson raised the question of how the Communications Committee measures success / are there key performance indicators
      2. Committee agreed to move this topic to the April meeting
   3. Explore future topics / projects for the Communications Committee
      1. Committee agreed to move this topic to the April meeting
6. Closing
   1. Next meeting date: April 16, 2025
   2. Motion to adjourn: Ms. Ehrhart
   3. Second: Ms. Cassel
   4. Votes – For: 3, 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** |