1. Opening
   1. Call to order: 7:30 pm
   2. Opened by: Mr. Shelly, Chairperson
   3. Attendees:
      1. John Del Pizzo
      2. Terri Ehrhart
      3. Kevin Shelly
      4. Grace Kelley – Liaison to The Township
2. Approval of minutes
   1. Chairman Shelly called for a review of the meeting minutes from the April 16, 2025
   2. Motion to approve: Ms. Ehrhart
   3. Second: Mr. Del Pizzo
   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: Chairman Shelly
   3. Public comments:
      1. Mr. Carlson put together a “Persona Guide” Presentation that discusses the guide as a tool for discussion to talk about many different perspectives and archetypes of Lower Salford Township residents.
         1. Mr. Carlson was asked to further elaborate on a few additional personas that may be helpful, and the “Persona Guide” will be placed on the following meeting agenda.
4. Old Business
   1. Proposal to amend Resolution No. 2020-29 to add in Associate Members
      1. It was discussed at the Board of Supervisors work session this morning (04/16/2025), and was a favorable idea amongst the board
      2. Mr. Shelly mentioned that there could be amendments to Section “D”, regarding types of members (business owners or residents), that would be allowed to join as an associate member.
         1. Mr. Shelly will reach out to all Communication Committee members to receive thoughts.
      3. Questions arose about if Chairman Shelly IS the fifth members, or if there needs to be the Chairman and an additional five members.
   2. Volume 3 updates to the Township Quick Reference Guide
      1. Next Step: Distribution
         1. Printed or digital copies will be delivered to interested community organizations.
         2. Committee members are to personally deliver virtual or printed copies to the locations they were originally assigned to review (see January 15, 2025, Meeting Minutes, Section 7(a)ii).
5. New Business
   1. Revisit Communications Committee’s core purpose per Township ordinance (Resolution No. 2020-29)
      1. The committee needs to reach out non-profits that directly serve The Township or residents in The Township to let them know the Communications Committee is a resource for them.
         1. What constitutes as an event that we can/should publicize?
      2. Mr. Del Pizzo recommends another survey to discover all non-profits in the area
         1. Ms. Kelley to draft an email for non-profits.
   2. Explore future topics / projects for the Communications Committee (appended)
      1. Reach out to the Chamber of Commerce to see what resources they could offer the Communications Committee.
6. Closing
   1. Next meeting date: June 18, 2025
   2. Motion to adjourn: Ms. Ehrhart
   3. Second: Mr. Del Pizzo
   4. Votes – For: 4, Against: 0

Respectfully submitted:

Grace Kelley

Liason to the Township, Communications Committee