

Lower Salford Township
Communications Committee Minutes
December 17, 2025

The meeting was called to order at 7:29 p.m. Committee members present were Chairman Kevin Shelly, John Del Pizzo, Harry Solimeo, Terri Ehrhart and Rob Carlson. Township Liaison Grace Kelley was present.

Chairman Shelly led all in the Pledge of Allegiance.

Meeting Minutes

Mr. Shelly asked to amend to the public comment section of the November 19, 2025 minutes for clarity. A motion to approve the November 19, 2025 minutes as amended was made by Ms. Ehrhart and seconded by Mr. Del Pizzo. Motion carried unanimously.

Public Comment

No public comment was offered. Chairperson Shelly reported that Jessica Bancroft expressed interest in becoming an Associate Member and her name will be included for consideration during the January Supervisors meeting.

Recurring Items

- Township Presence: Ms. Kelley reported the township booth at the December Holiday Market was supported by Township staff Ms. Kelley and Holly Hosterman and elected officials Chairman Bergman and Supervisor Krauss. Display materials included a “yield plan” was displayed to illustrate potential development outcomes for the Allebach Farm property if it is not preserved.
- Development/Open Space awareness: Residents at the market responded positively and asked how to support the preservation effort. Some believed the agreement of sale meant the Township already purchased the land and were unaware a May referendum vote is required. The committee noted this as a focus.
- Newsletter and email updates: Committee members acknowledged receipt of the latest newsletter and discussed the cadence and opportunities for improvement. Mr. Carlson reported difficulty locating the Constant Contact newsletter signup which is located on the “New Resident” page of the web site. Members agreed the signup deserves clearer placement, potentially on the homepage. Ms. Kelley clarified that the website pop-up subscription provides updates when website content is posted, distinct from the newsletter/email list.

Ms. Kelley indicated the most recent snow emergency notification may have been missed due to weekend timing. The committee discussed establishing a simple

standard operating procedure so notification steps are consistent regardless of timing. Chairman Shelly raised “robocalls” as a potential future option and Ms. Kelley noted the ReadyMontco platform may support voice calling.

- Website and social media: Ms. Kelley reported the Township’s interactive development map continues to perform strongly and draws high engagement. Members described how residents screenshot Township email notices and repost them to local Facebook groups and discussed outreach strategies that account for local informal online groups, including potentially identifying “ambassadors” who can amplify official Township posts.
- General resident feedback themes: Service portal feedback: Mr. Carlson reported success using the Township’s service portal.

Unfinished Business

A) Allebach Farm preservation planning

Ms. Kelley indicated draft language exists and the Board authorized language at a prior meeting; it may appear in the meeting packet and on the Township website, pending next steps and possible additional Board action. If the referendum passes, settlement timing is anticipated in the second half of 2026. Grant applications are being actively pursued to support this. She noted an early May market provides a final in-person outreach opportunity shortly before the primary election. A frequently asked questions draft exists and while not finalized it has been used informally to support in-person conversations.

The committee reviewed the most likely timelines. Ms. Kelley noted Natural Lands Trust will present at some upcoming Board of Supervisors meetings between February and April. The committee requested that staff keep them so members can support outreach. The committee reinforced the importance of the planned survey work to guide channel selection for outreach.

New Business

B) Revive New Resident Welcome Letter

The committee discussed reviving a mailed welcome letter to new residents, using purchased lead data (LeadsPlease) and county real estate data to assemble a mailing list by removing business entries, nominal transfers and duplicates. Typical volume is 100 letters per send. The committee expressed concern that too-frequent sends increase the risk the program lapses; consensus formed around sending three times per year timed to avoid coincidence with the twice-yearly Township newsletter (typically May and December).

Complementary channels: Members suggested adding a QR code in the newsletter that links to the “New Resident” information as a backstop, recognizing that QR code comfort varies, and identified that the welcome letter’s Constant Contact URLs/QR codes no longer work and must be updated before any mailing. Next action will be verifying the letter signatory name after January Board reorganization.

C) Reorganization Discussion

The board thanked Chairperson Shelly for initiating and advancing the Communications Committee and improving Township accessibility and communications. He credited staff and committee members for the progress.

Communication Committee reorganization and officer elections will occur at the January committee meeting, with Ms. Kelley opening the meeting and presiding over elections. Members discussed the value of having the board create regular committee reports to present at Board of Supervisor meetings.

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 January 21, 2025 at 7:30 p.m. at the Township Building and via Zoom.

Respectfully submitted,

/s/

Rob Carlson
Communications Committee Secretary