

Lower Salford Township  
Communications Committee Minutes  
May 20, 2026

The meeting was called to order at 7:30 p.m. by Vice Chair John Del Pizzo. Committee members present were John Del Pizzo, Terri Ehrhart, Rob Carlson, Harry Solimeo, and Stacy Silva. Grace Kelley and Christina Bernhardt were present as liaisons to Township. Vice Chair Del Pizzo led all in the pledge of allegiance.

Minutes

Vice Chair Del Pizzo called for review of the April 15, 2026 minutes. Motion to approve the minutes by Ms. Ehrhart, seconded by Ms. Silva. Voting members present (Del Pizzo, Ehrhart, Carlson) approved the minutes 3-0.

Public Comment

Lori Yamashita of 470 Wexford Circle asked whether residents could be permitted to use a one or a small number of slides submitted in advance when making public comment on complex matters. She said visual material could help residents present points more clearly and concisely, particularly on land development matters involving many plans and documents. She also felt that that interruptions of public comment, even while well-intentioned, might make it difficult for a speaker to maintain a clear and concise message.

Vice Chair Del Pizzo discussed the committee's role as an advisory committee focused primarily on communication between the Township and residents. Members noted that the issue raised by Ms. Yamashita does relate to how residents communicate within Township meetings. Ms. Kelley said the committee may make recommendations to the Board of Supervisors as a committee report that are already included on Board agendas. She said she was not certain of all current rules, but believed that slide presentations are generally not accepted during public comment, printed handouts may be accepted by the board.

Committee members discussed the need to better understand current rules for public comment and resident presentations at Board of Supervisors and Planning Commission meetings. Members also discussed the possibility of developing a quick reference guide for residents explaining how public participation works, including formal rules, chair discretion, acceptable materials, and practical guidance for preparing comments. They agreed to place the topic on next month's agenda. Ms. Yamashita and Mr. Solimeo agreed that well-defined rules could help with public preparation and participation.

Ms. Kelley introduced Christina Bernhardt, the Township's new Special Project Coordinator. Ms. Bernhardt described her background in business management, marketing, public administration, local government, and communications work. Vice Chair Del Pizzo welcomed Ms. Bernhardt to the township on behalf of the board.

## Recurring Items

- **Township Presence:** Ms. Kelley said the Township participated in the Harleysville Community Center Market on May 3. She said the event was well attended and that all five supervisors were present in connection with the open space referendum. She said residents were engaged and that Township staff continue to value the market as a way to connect with residents and answer questions. Members discussed continued use of QR codes at events for email, text messaging, social media, and the resident survey. Ms. Kelley mentioned she and Ms. Bernhard had attended the fair earlier that evening to gather social media content.
- **Newsletter and email updates:** Ms. Kelley said the printed Township newsletter had been delivered and had received positive feedback. She said the current issue was sent earlier than the usual schedule because of the May election. She said the next newsletter is expected for early December, with materials likely due in early October. Members discussed the two-page feature in the newsletter explaining development and land development processes, noting that it may help residents understand where a matter is in the process when it first comes to their attention.

Mr. Carlson brought up a possible accessibility issue in a recent Constant Contact email which Ms. Kelley said she would look into.

- **Website and social media:** Ms. Kelley said Ms. Bernhard may be able to report at a future meeting on website engagement and Google Analytics. She said the Township is considering how to better tailor communications for different platforms rather than posting identical content across every channel. Members discussed tracking tools, including traceable URLs and QR codes, to better understand which communication channels are effective.

Members also complimented recent text alerts about local events and the addition of Zoom links on meeting pages. Ms. Kelley explained that text alerts are provided through ReadyMontco, a county-based service, and that information is available through the Township website.

- **Development/Open Space awareness:** Ms. Kelley reported that the open space referendum passed. She said Township staff and the Board were pleased with the result and that the Township will next work on a timeline explaining expected next steps, including when ownership may occur and when the tax will take effect. Members discussed whether this topic could be removed from the committee's regular short-term agenda, while noting that continued communication will remain important even when there are not yet final answers.
- **General resident feedback themes:** Ms. Kelley said the Township has recently turned comments on for social media posts after previously having them off. She said the participation so far has been positive. Members noted that Ms. Yamashita's comments earlier in the meeting also provided useful resident feedback.

### Unfinished Business

#### A) Resident Request Portal

Ms. Kelley said the resident request portal has been fixed and updated on the Township website. She said the links were updated in the places where the Township provides them and that the portal should now be fully usable.

#### B) Resident Survey

Members reviewed preliminary survey results. Ms. Kelley said there were 18 responses to date, and members noted that the sample size was still small. Members discussed that the survey will remain open through June 30, 2026, and that additional promotion is needed before it closes.

Members discussed posting the survey on social media, moving the survey link higher in Constant Contact emails, using the printed newsletter QR code, and offering paper copies for residents who may not be comfortable with QR codes or online forms. Ms. Yamashita offered to help share the survey with neighborhood contacts. Members also discussed using other Township communication channels, including road signs or event outreach, to remind residents to complete the survey

### New Business

#### C) Increasing Awareness of Township Communication Tools

Members noted that the planned discussion on increasing resident awareness of Township communication channels would need to continue at the next meeting. Members discussed that many residents may not know about available channels such as ReadyMontco text alerts, Constant Contact emails, website notifications, social media, and the printed newsletter. Members agreed that this should remain a topic for further discussion.

### Public Comment

No public comment was offered.

### Closing

There being no further business, the meeting adjourned at 8:31 p.m on motion from Mr. Carlson and second from Mr. Solimeo. All in favor.

The next meeting is scheduled for June 17, 2026 at 7:30 p.m. at the Township Building and via Zoom.

Respectfully submitted,

/s/

Rob Carlson

Communications Committee Secretary