

Communications Advisory Committee  
Minutes  
January 21, 2021  
7:30 p.m.

The meeting was called to order at 7:32 p.m.

Committee members Megan Scherer, Janine Kupko, Luke Feck, Kit Carroll and staff members Leslie Strader and Karl Gebhardt attended the virtual meeting via WebEx.

1. **Welcome and introductions:** All attendees introduced themselves to Kit Carroll who is the newest member of the committee, having been appointed in April 2020 during the pandemic hiatus.
2. **Committee overview:** This was the first meeting of the committee since the pandemic began nearly a year ago. For this reason, the committee began by reviewing accomplishments, goals, and recent business of the Board of Trustees. Leslie will send a link to committee members where they can access the Google Drive where shared documents are saved. Some committee accomplishments include providing project feedback on signage design, road construction communication, newsletter design and levy communications. Committee initiatives have begun with the creation of a communications plan.
3. **Communications Plan department meetings:** When the committee last met, groups of two were meeting with department leaders to interview them to understand their needs and preferences and challenges when it comes to communicating their information to residents. These insights are to be used in writing the communications plan. Leslie was not present at these meetings to provide an atmosphere where coworkers could feel comfortable to share their thoughts. Janine had typed the notes from the first two of these meetings with Maintenance and Zoning before the pandemic canceled any further interviews that had been scheduled. The group decided to continue with these meetings virtually with the police department, Fire Department and Human Resources.
4. **Constant Contact email enrollment/re-enrollment:** Leslie proposed changing the options for email enrollment from Police, General Interest, and Newsletter to E-newsletter, Fire/Rescue/EMS Updates (primarily for emergency communication), General interest (i.e. events, road construction, election news), Police Updates, Trash & Recycling- Holiday reminders, Zoning and Development Updates. Once this change has taken place, all subscribers would be asked to update their preferences. For this reason, it is important the committee is sure of the new categories to avoid having to ask residents to resubscribe again in the near future.

The committee discussed other means to reach residents by using the 'rule of 3' (reaching people using three different methods on three separate occasions). One new strategy suggested by the group was to connect to neighborhood leaders via Nextdoor or by joining Facebook neighborhood groups and/or linking with the administrators of those pages.

Kit questioned whether Nextdoor could extend their mapping tool to include road construction projects rather than using the google map on the township website alone. Karl asked about coordination between the County's text alerts and our own email system of which there is none other than the Township encourages residents to register for the county alert system.

5. **CARES Act Funding – Online forms/payments:** Leslie let the group know that due to the CARES Act funding, the township was able to purchase an upgrade to the website online forms that will allow online booking of park rentals and online payments. The reason for this is to allow residents to do business with the township without needing to interact face-to-face.
6. **State of the Township:** Each year the Chair of the Board of Trustees presents a report on the previous year's accomplishments in the format of a speech during a regular trustee meeting. Leslie created a video last year to reach a wider audience. Leslie wondered if the committee had any creative ideas or trends to use for this year's report considering there are very few new videos or pictures to use as part of a video. Last year's video can be viewed online at [www.GenoaTwp.com/YouTube](http://www.GenoaTwp.com/YouTube). Kit recommended Moavi for video editing with animations.
7. **Signage:** Megan noticed Orange Township's new signage alongside of an old township border marker that looked dated. Trustee Gebhardt requested that Leslie get signage onto the next Trustee agenda and ask the Administrator to communicate to all staff that items with the old logo should no longer be used. Karl also asked that the message on the sign in front of township hall be changed as it appears as though the township is closed for business, when in actuality, progress has continued virtually.
8. **Open discussion:** Leslie mentioned that the Board will likely add one or more new members to the committee in April and that one new member from 2020 had already moved to another committee and had to resign.
9. **Next meeting:** The committee agreed to meet every other month rather than monthly on a trial basis. The next meeting will be held on Thursday, March 18, 2020 at 7:30p.m.

The meeting adjourned at 9:30 p.m.