

**Genoa Township Communication Advisory Committee**

**October 12, 2023**

**6:30 p.m.**

**Township Hall**

**MINUTES**

- 1) **Call to Order:** 6:33 p.m.
- 2) **Roll call:** All in attendance.
- 3) **Approval of Minutes:** Darlene motioned to approve the minutes as written, Matt seconded. All in favor.

**4) Public Comment**

**5) Discussion Topics (old business)**

**a. Website Status:** The new website has been launched.

- i. Two small bugs have been identified by Leslie and she is in the process of remedying these with Revize.
- ii. Please share any resident reports of bugs you come across with Leslie
- iii. Carolyn tested out one of the contact forms on the site, and the input coming in through contact forms is currently going to Leslie. This is a departure from previous iterations of this site, where incoming forms were automatically directed to the applicable department. During this phase where Leslie is monitoring incoming submissions, it will help her identify early resident sentiment to help adjust the website content and organization.
- iv. Leslie will check with Revize and, as Trustee Goodman suggested the Ohio Township Association, for award opportunities for this website. Although the group is biased, it seems to be very well done when compared to peer governments.
- v. Continuous improvement opportunity- Text alerts testing:  
GenoaTwp.com/Enotify
  1. Committee volunteers can go to this site to sign up for text notifications for when specific pages of the site are updated.
  2. Leslie need to delete emails out from the system and start fresh with our committee as a test group to compile feedback prior to rolling this out to the entire community.
- vi. Suggestion from team: Keep promoting the new website! Don't be afraid highlighting the top visited pages and features of the site.

**b. 2024 Newsletter schedule**

- i. Leslie reminded the committee that the newsletter is moving to a quarterly schedule in 2024; this is a reduction from the previous bimonthly schedule. E newsletters will continue to be sent in off-months.

The committee voiced concern over the topics covered will be less timely. Many program dates are not set 3 months in advance, and therefore that kind of information will not be included in the print newsletters.

**c. Parks Levy**

- i. Currently shown at front of current topics on the website slider
    - ii. Carolyn said she recalls seeing yard signs promoting the parks levy just off Sunbury Road. However staff are unaware of any effort to promote in this manner. If these exist, they were would have been created by the resident or a separate entity. The Township is not actively promoting the levy beyond the website and video Leslie created.
    - iii. There are residents who are expressing financial concern over upcoming levies due in part to timing along with recently announced tax increases over updated home evaluations.
    - iv. Mathew suggested more clarity in sharing data on how previous levy funds have been spent. Discussion covered transparency of expenditures available in “Ohio Open Checkbook”. Leslie can link to this content from the levy website to help residents in the decision-making process.
  - d. **Old Township Hall research**
    - i. Carolyn continues to research the history of the building.
    - ii. The building has unfortunately been the target of vandalism recently, and several windows are broken. Carolyn requested the wreath be removed from the previous year.
    - iii. The committee believes residents would enjoy the history of this building and the township roots in general.
  - e. **Photography club**
    - i. No further action taken at this time.
  - f. **Upcoming community event promotions**
    - i. The Trick-or-Treat Village event is coming up. Volunteers are often needed. Darlene suggested that we check with some local schools if more are needed, as kids sometimes need community service hours for certain programs.
    - ii. Fire Department event is getting a re-launch: A tree lighting ceremony at McNamara Park in December. This event was done several years in a row starting in 2012 but has since fallen by the wayside.
- 6) **New Topics (new business)**
- a. **Instagram, Threads, Twitter, Grammarly**
    - i. Leslie always secures profile names / handles with our moniker even if we don’t plan on setting up a profile on those platforms, so no one else assumes our name and posts as the township in an unauthorized manner.
    - ii. Steering away from Twitter/”X” and will update Township email signatures to reflect this.
    - iii. Grammarly is a helpful proofreading tool that we are considering adding to township machines with the help of Delaware County Technology to ensure staff grammar is somewhat consistent and appropriate with the public.
    - iv. Instagram – Kit has offered to help with this effort.
  - b. **Park Kiosks (picnic tables?)**
    - i. Recent committee meeting covered the topic of the graphics in the kiosks in our parks. An Olentangy school group is working on a project to conceptualize a new design of trail maps and graphics that are posted in these.

- ii. This is a bit of a crossover topic with our committee. The group recommended that Leslie arrange for one of / some of our committee members to attend the next meeting with the parks group and the school.
  - iii. Kit suggested incorporating Dynamic QR codes into the graphics. These would drive residents and visitors to our township website.
- c. **Next meeting:** November 9<sup>th</sup>, and then we will likely skip December.
- d. **Adjourn:** 8:15 p.m. Motion to adjourn was made by Matt, seconded by Darlene and all were in favor.