

**Communication Advisory Committee
Township Hall
Minutes
November 9, 2023**

1. **Call to order:** 6:29pm
2. **Roll call:** Kit Carroll absent
3. **Approval of minutes:** John made a motion to defer approving the minutes to allow Leslie the opportunity to review and clarify them. Mathew seconded. All in favor.
4. **Public Comment:** None
5. **Open Issues:**
 - a. **Photography Club:** Administrator Wise prefers not to establish a regular photography club of the Township. Groups like this have lost momentum in the past when there is staff turn-over. He would be okay with a once per year special event hosted by the committee, however.

Matt offered to get Leslie in touch with the teacher who runs the Westerville Central High School's digital computer class and photography club. Trustee Goodman advised considering the other school districts within Genoa as well as DACC that teaches students in the style of 'consulting' "jobs". The students could submit their photos/videos to Leslie for consideration to be posted on Township social media/publications/etc.

- b. **Park Kiosks:** The Parks Committee is working on the design of new kiosks for each park with the help of engineering students within the Olentangy Local School District. The Parks Committee acknowledges the project should be a collaboration with the Communications Committee and has asked for the group's feedback on their plans to-date. The committee discussed the following topics and advised summarizing the conversation in a memo to the Parks Advisory Committee:
 - i. **What would we like to improve with a new design?** Placement: Current signs require users to stand in the mud, for example. At some locations, the backside of the sign is visible but unusable space. There is no place communities to post which has led to staples/tape residue/damage on current signs.
 - ii. **Where would we place new kiosks?** Locations are highly site specific. Communications Committee reviewed aerial imagery to see if an obvious new location exists. Placement at Hilmar is particularly difficult with some paths missing between gazebo and playground. The group recommends a site visit to observe the traffic pattern to see where people are entering the park.

Consider having signs in a consistent location so people can make an educated guess where they are located in each park. It was suggested that while this idea works at some parks and not others due to differing features/layouts. John suggested locating the signs in the "emotional center" of the park (ie where do people gravitate / mingle).

Darlene suggested placing the first new sign at Jaycox. This park currently has no signage at all and this would allow the opportunity to further refine the new design before committing to replacing all signs; this would also honor the commitment made to the Olentangy School District.

iii. **What needs to be on the new kiosks?** The committee viewed an example of the current park kiosks. All liked the existing design and felt it could be reused with some minor modifications. The groups recommended the following elements be included when the design is updated:

1. Keep the map of all parks and add a map of the features within the park where the sign is located (requiring a custom design for each kiosk panel insert); include the length of any loop paths.
2. Keep emergency phone numbers and add the park on-call cell phone number.
3. How to rent the kiosk and a space for the current renter's name.
4. Site specific panels that are in keeping with the 'theme' of each site such as: How to play pickleball, teen-oriented games to extend play at the ninja park/cornhole, educational information on fishing information at Hilmar and/or library information about the book trail, McNamara Ohio to Erie trail information.
5. Design with the words "INFORMATION" at the top.
6. An alternative point was offered that the design could go two directions: Thin out the design to almost no info with use of a QR code but some may not scan it or add feature information for each park. Matt suggested considering the cost of an electronic panel that can be changed regularly and remotely by staff or even interacted with by users.

iv. **Physical characteristics:** Ensure color, material, etc, are in keeping with the signage package including design elements such as the compass on the back as we did with the boarder markers. Keep any center support bar from blocking the view of the content space behind. Consider a solar light for reading as it gets dark (parks are closed at night but people may find themselves there and in need of emergency information). "Bang for your buck" can we incorporate a bench, or other amenity into the design so it serves multiple functions and is a better use of funds?

c. **New Issues:**

i. **Social Media Policy:** The Fiscal Office updates the records retention policy annually and ask for staff feedback to make sure they have a comprehensive list of materials the public may request with an assigned time period the Township will keep those items on file. Leslie raised the issue of social media records with the team as many communities are backing up their posts and the comments they receive with companies like Archive Social. Leslie and the Fiscal Office have discussed that social media posts are duplicates of the original record. Posts to the Township page made by the public are not generally considered Township

records as they are not created/maintained by the Township. Official public comments need to be submitted at public meetings or in writing to the Trustees, for example. Leslie will be updating the social media policy as needed to reflect these decisions; the committee will have the opportunity to review.

- d. Discussion- Community perspective:** None
- 6. **Adjourn:** Carolyn motioned to adjourn at 8:35 and Darleen seconded. All in favor. Adjourned at 8:35pm