

Genoa Township Communications Advisory Committee
Meeting Minutes- June 20, 2019

Committee Members: John Buckles; Veronica Wandrey; Janine Kupko; Luke Feck; Megan Scherer

Staff: Leslie Strader, Communications Director

Guests: None

The meeting, the first of the newly formed Communications Advisory Committee, was called to order at 7:00 p.m. by Leslie Strader. Members introduced themselves.

Director Update:

Leslie Strader provided background on her education, when the Communications Director role was created, and the current methods of communication in use at the Township. Leslie invited the group to discuss their impressions of strengths and weaknesses of Township communications to begin processing group priorities for future meetings and initiatives.

- Understand who is the Genoa audience
- Consider senior specific outreach methods
- Community events and activities low reach
 - Posters along roadways are a positive
 - Increase use of Nextdoor platform
- Promote the electronic newsletter (opt in/out of printed)
- Need to host a debrief from carbon monoxide incident and emergency preparedness meeting for communications
- Create a HOA communications tree- use influencers on Nextdoor
- Genoa lacks a sense of community/sense of place, rather individuals identify with HOA membership
- Remain informed of messaging going out from local advocacy groups
- Host a spokesperson training for Trustees

Determine Chair, Vice Chair, Secretary:

Megan Scherer was named Chair, Janine Kupko was named Vice Chair, and Veronica Wandrey was named Secretary. Leadership roles will be revisited annually.

Establish Future Meeting Dates:

The group decided to establish monthly meetings on the third Thursday at 7:30 p.m. at Genoa Township Hall through the end of the year. The group was made aware that meetings of the committee are to be public and will be advertised on the Township. Additionally, a Trustee will be assigned to serve as a liaison at a later date.

New Business:

- Resident Survey 5: The fifth of six residents surveys will be released with the September/October newsletter and will focus on communications preferences. The committee was asked to review a draft survey and be prepared to provide feedback/edits at the July meeting.
- Gateway Signage: Committee members were invited to attend at June 26 meeting with OHM, the Township's newly hired contractor who will be designing a gateway feature at the southeast corner of Mount Royal and State Route 3 along with other signage elements. Due to limited funding, the group advised giving as much attention to landscaping around the gateway signage as the sign itself.

During this discussion, the signage planned for the new Police Station was identified as an important location in the Township for communicating to motorists and, given the lack of a town 'center', an ideal place to thoughtfully create a sense of place for Genoa Township residents.

Motion 2019-01: Given the importance and imminent branding decisions being made regarding the police station, the Communications Advisory Committee requests they be involved in the design and approval process for building signage. – Motion was made by John Buckles and seconded by Veronica Wandrey, none opposed.

- Road Levy: A Road Levy Committee is presenting their recommendations to the Board of Trustees during a special meeting on June 26. Leslie informed the group of the meeting and the likelihood that communicating a levy measure will become a priority before the November 2019 election.

Adjourn: The meeting adjourned at 9:00 p.m.