

Communications Advisory Committee  
Minutes  
July 15, 2021  
7:30 p.m.  
McNamara Park

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

Committee members: Megan Scherer, Luke Feck, Kit Carroll, El Biddulph, John Buckles and staff member Leslie Strader attended the meeting at McNamara Park.

1. **Approval of Minutes:** Kit requested a motion to approve the May minutes. Luke seconded. All were in favor.
2. **Trustee meeting recap:** Leslie reviewed relevant business items from the most recent Board of Trustee meetings including the addition of the Juneteenth holiday to the Township calendar. The damage to the barn roof being more extensive than originally thought. The shelterhouse roof needing replaced, maintenance department completing road projects more quickly than is typical, and Township Hall has reopened. Two trustees have terms ending this year. Voters can expect to vote for two Trustee positions this November.
3. **Communications Plan department meetings:** El and Kit interviewed Linda Greco with Human Resources and John and Megan interviewed Trustee Vaughan. Notes on these interviews are located in the shared drive. Follow-up from these meetings includes: El will review Leslie's job description and suggest edits based on feedback from Linda, Leslie will ask Revize (website vendor) about a plug-in for searches that will work without the sponsored ads, Leslie will request the mailing schedule from Trebel regarding aggregation communications.

Two more trustees and Township Administrator Paul Wise still need to be interviewed before the team can compile the major takeaways. The following will be responsible for each interview: Karl Gebhardt (El, John), Paul (Luke, Kit). Connie (Megan, Janine). After interviews conclude the team can write the plan. The final step of the project will be a 'road show' to present the plan to the Board of Trustees along with committee accomplishments.

4. **Signage Projects:**
  - a. **Gateway-** Sign has been ordered, but the project has been delayed due to covid-related material delays for the stone wall. Trail users will be impacted when the project begins with a small detour around the construction.
  - b. **Border-** Leslie sought the groups opinion on the sign design that was originally proposed by contractor OHM. Its unusual shape led her to second guess the purchase without further review by stakeholders. The committee was split half in favor of the design and half opposed. Leslie will send variations of the design for the committee to consider.
5. **Recycling cart education/ roll-out:** Leslie provided an overview of her involvement in the Township's grant from OhioEPA to purchase subsidized recycling carts for residents. There will

be a limited supply available for a small fee. The committee suggested using language such as, “you own this” to smooth later communication regarding the ownership of the equipment (free replacements will not be offered as they are with red bins). The group also brainstormed a coordinated education campaign such as “Genoa Champions”, “Recycling Junior Ambassadors” to encourage diversion which would reward participants with benefits (coupons, etc).

6. **Open discussion:** Leslie mentioned the photo-op that occurred in partnership with the City of Westerville for the new crosswalk on Maxtown Road just west of Spring Run Drive.
7. **Future meeting format:** The committee will meet again, outdoors, on September 16. Depending upon the level of community spread of covid-19, a decision will be made regarding scheduling indoor meetings or canceling during cold weather months. The meeting time will be moved forward to 6:30 p.m. to allow for more sunlight during meeting time.
8. **Adjourn:** El made a motion to adjourn, John seconded concluding the meeting at 9:19 p.m.