

Genoa Township Communication Advisory Committee  
August 10, 2023, 6:30 p.m. at Township Hall  
**MINUTES**

In attendance: Leslie Strader, Trustee Connie Goodman, JOhn Buckles, Kit Carroll, Carolyn Greshemer, Darlene Dalton. Not in attendance: Mathew Haines

- 1) **Call to order:** 6:32 pm
- 2) **Approval of Minutes:** The minutes were submitted for approval. The spelling of Swicker is the only edit for the minutes. Carolyn made a motion to approve the minutes. Darlene seconds the approval with edit. All were in favor.
- 3) **Public Comment:**
  - a) Dimitrious Stanley Way celebration was well attended. Staff did a great job preparing for this event.
  - b) National Night Out event was successful, and the water balloon fight was a big hit.
  - c) Burnside Cemetery sign is progressing with no new complaints.
- 4) **Discussion topics (old business):**
  - a) **Website redesign status:** Leslie has made significant progress in this project. A status presentation has been shared with Administrator Wise and will be shared with the department heads next. The data transfer from the old website was not clean, and due to different hierarchy schemes the links and some other data needed editing. Leslie shared the latest version of the site with the team. Newsletter signup functionality is still in progress, and the footer content is being populated. FAQ section allows for sharing one-off topics without dedicating a whole page to answering individual commonly asked questions. Next step: share a preview at an upcoming trustee meeting, to give Trustees and the public a preview. Ideas for promotion:
    - i) Screen recording videos of how to navigate to new areas
    - ii) Heavy social media push, with several months of highlights roughly every other week, each time highlighting a new feature or function of the new website
    - iii) Kit suggested that the departments share the posts that Leslie publishes on the new functionality of the new site.
  - b) **Old Township Hall research:** Carolyn has completed a considerable amount of research, identifying lots of documents around the ownership of the land for the original hall or "house", Trustee lists from the timeframe, clues to the misspelling of "Genoa" as "Genoe" in some documentation. Carolyn has found indications that the old town hall was used for religious services for the Grace Chapel congregation before their church was constructed.
    - i) Kit suggested that the Township perhaps record an interview with Carolyn to share this research.
- 5) **Discussion topics (new business):**
  - a) **Rumpke (new business):** The township has to decide at the September Trustee meeting on contract details with Rumpke. We have multiple options regarding bin and cart styles, consolidating styles for easier pickup. Leslie has issued a

resident survey to get feedback and has received more than 400 responses so far. There historically has been resident concern over the red bins because there is no lid, and in inclement weather the wind can scatter recyclables in the street. Rumpke would prefer that areas use the larger, lidded recycle totes because they can be collected by the garbage trucks with the pickup mechanism without forcing the driver to exit the vehicle. With staffing shortages, this is Rumpke's preferred solution.

- b) **Police Vehicle Marking:** Our vehicles will feature two different designs while they are replaced, featuring a reflective silver logo and lettering as opposed to a white-based vehicle wrap that is not reflective. The cost for the new style is roughly half of the older white wrap style.
- c) **Photo Club** (subcommittee): Leslie shared an idea about creating a resident club for those willing to learn about photography and become our boots-on-the-ground photography team.
  - i) Participation ideas: Reach out to local school clubs, offer community service hours for participation when we need photography support at events. Enlist local photography professionals and amateurs.
  - ii) Photo of the week series: Back to School, holidays, summer fun, etc. Encourage residents to post with a preferred hashtag to enter into the weekly contest.
  - iii) Next steps: Determine legal considerations and discuss with Administrator Wise. We may require waivers to permit the township to publish the photos.
  - iv) Committee was all in favor of adjusting our meeting schedule as necessary to accommodate a bi-monthly meeting series for this Photo club. Committee expressed consensus in support of this proposed subcommittee.
- d) **Levy:** We are facing a levy decision on November 7th this fall. There will be no yard signs leading up to voting day. Any video pieces or website information pages on the levy facts will be produced by Leslie. The past three years of progress in the parks will speak for themselves (Gateway Park, new pickleball courts at Center Green park, new bathrooms and path at Hilmar). Additionally, highlight some additional improvements that residents would like to see completed, such as perhaps adding shade trees or other features to Freeman Park to make it more usable for different age groups. Kit and Darlene offered to be featured in a video if resident interviews would be deemed helpful.
- e) **50th Anniversary of Fire Department:** The Fire Department is gearing up for a 50th Anniversary acknowledgement, but we don't know details on any events included other than the Trick or Treat Village in October.

The next committee meeting will be on Thursday, October 12th.

Meeting adjourned at 8:20 pm. John Buckles motioned to adjourn the meeting, Kit Carroll seconded.