

Communication Advisory Committee

April 13, 2023

6:30 p.m.

Genoa Township Hall

MINUTES

In attendance: Leslie Strader, Trustee Connie Goodman, John Buckles, Mathew Haines, Kit Carroll, Carolyn Greshemer, Darlene Dalton

1. **Call to order:** The meeting was called to order by John at 6:31 p.m.
2. **2023 Appointments:** All members were present. Newly appointed member, Darlene Dalton was welcomed to the committee and introduced herself.
3. **Approval of Minutes:** The minutes were submitted for approval. No changes or additions were suggested. Carolyn made a motion to approve the minutes, Matthew seconded. All were in favor with an abstention from Darlene.
4. **Public Comment:** No public were present to make comment.
5. **Selection of 2023/2024 Chair, Vice Chair, Secretary:** Carolyn nominated John (Chair), Matthew (Vice Chair), and Kit (secretary). The motion was seconded by Darlene. All were in favor of electing the slate of nominees to their respective positions.
6. **Discussion Topics:**
 - a. Old business
 - i. Website redesign: Revize has released the new website to Leslie to begin editing. Meanwhile, Revize will conduct their quality assurance process. Quality assurance is said to take two weeks and Leslie will do her best to complete her edits at that speed to launch as soon as Revize is ready. Mathew would like to review a few remaining contract concerns. Kit asked that the security certificate be verified as up to date prior to launch. Trustee Goodman recommended the Board be updated at the next regular meeting and establish a launch date in June. Darlene recommended that the committee members use different devices to verify the new website works across all devices prior to launch as follows: Trustee Goodman- Ipad, John- Mac laptop, Darlene- desktop Windows, Chrome/Safari, Carolyn- Apple phone, Matthew- Apple laptop, Kit- Apple phone, Leslie- Windows desktop
 - ii. Historical marker for old Township Hall: Leslie updated the committee on her research into the state historical marker program. Due to the lack of certainty the sign would be approved and long wait times, Leslie proposed using the existing bulletin kiosk attached to the building and purchasing a custom printed interpretive panel to fit inside. These are low cost and she has a vendor that has made a similar product for the park kiosks. The group agreed the aesthetic would fit the Genoa style and be easily changed if needed. Carolyn volunteered to help with the historical research for the signage for old township hall. Mathew recommended looking into whether the State Historic Preservation Office has records of the building's history. Also consider the Delaware County Engineer, auditor map.

- iii. Welcome letter/newsletter proposal: Leslie showed the group a draft of a welcome postcard to replace the multi-page 8.5x11" pamphlet to reduce costs. John recommended use of a more diverse group of people to represent the community in the photos used on the document. Leslie agreed and suggested she host a photo shoot, inviting residents to come be a part of future township publications. Kit recommended Leslie ask the community to tag #GenoaTwp in candid photos to be credited with "photo the month".
7. **Upcoming Communication topics**: Leslie updated the group on a few upcoming projects that should be communicated to residents when the time is right. The committee suggested not announcing a project further than 6 months in advance of their installation/launch.
 - a. Library collaboration: Book vending facility to be added to a renovated Township Hall park within the next two years.
 - b. Park levy- Expected on the November 2023 ballot at same millage as before, but for a period of five years instead of three. Leslie will develop a website to educate residents on the ballot language and to demonstrate successes of the levy to date.
 - c. Summer labor/hiring- Leslie asked the group for advice on reaching those seeking employment when positions become available. This is different than typical messaging to residents. In the past, reaching teens for summer jobs has fallen short and Genoa has gone without enough summer laborers.
 - d. Spring cleaning- Dumpsters available April 22 for a week.
 - e. Movie Nights- These events have been poorly attended. Leslie asked whether the committee had advice for marketing the events. Committee suggested showing the movie IN the shelter so it can begin earlier in the day. Hire a childrens singer that would begin prior to the movie, add a balloon twister, etc- the movie alone is not a big enough draw. Trustee Goodman explained why it is not permissible to allow food trucks on Township property.
 - f. Seniors Programming- Genoa has a full slate of senior programming for the spring/summer.
8. **Open discussion**:
 - a. Zoning resolution and comprehensive plan hearing upcoming
 - b. Gateway looks nice
 - c. Stop sign removals- May 10. Kit asked whether committee members are allowed to give interviews for community issues. Trustee Goodman explained they are welcome to if they so choose as long as they do not represent themselves as a Township representative.
9. **Adjourn**: Mathew motioned to adjourn, Kit seconded, the motion was approved. The meeting adjourned at 8:00 p.m.

The next committee meeting is scheduled for May 11th at 6:30 p.m., but Leslie will cancel if there is not enough for the group to discuss.