

Genoa Township Communications Advisory Committee Meeting

September 19, 2019

Meeting was called to order at 7:29 p.m.

Committee members Megan Scherer and John Buckles were present. Leslie Strader and Trustee Connie Goodman attended representing the Township.

1. John made a motion to **approve the minutes** from the August meeting, Megan seconded. All were in favor.
2. **Trustee meeting recap:** New voting machines were debuted; poll workers are being recruited by the Board of Elections. A full-time police officer will be hired replacing a part-time officer. Gas and electric aggregator recommended changing from a variable to a fixed rate due to the current low market rates available. The Legacy Program has been renamed and can now be marketed on a wider basis. Fishing Day was last Saturday- a 25" catfish was caught by the winner.
3. New items:
 - a. **HOA Contacts-** Officer Denman is taking on updating the HOA contact list. The Communications Advisory Committee can help find identify any contacts missing from his list.
 - b. **Social media briefing-** Leslie showed the Committee data from the last month from Facebook and Google Analytics. Discussion: Consider ads instead of or in addition to boosting posts on Facebook. Use Facebook to create video slideshows instead of still photos for added engagement. A custom dashboard should be created in Google Analytics and reports can be emailed to directors regularly. Organize a promotion to get more engagement through a neighborhood based contest of some sort- perhaps annual Township awards.
 - c. **Door hanger-** Maintenance has requested a door hanger to alert residents to work alerts. Leslie wanted the committee's input on format before beginning to create a design layout. Discussion: Use QR code. Keep it simple and update a website with specific address. Allow space to write/stick on a label with more information. Consider a plastic bag hanger. Some people do not use their front door and would miss the notice entirely.
4. Open Issues:

- a. **Logo-** Leslie drafted an animated logo with flowers 'growing' from the G in Genoa which could be incorporated in the website and videos. The animation could be changed seasonally to depict fireworks, a fish jumping, etc. Luke will discuss the concept with graphic artist, Jack, for input.
 - b. **New resident welcome letter-** Leslie created a Google Drive for Committee members to share documents. In this folder is the updated new resident welcome letter. The letter has been updated using committee input. Leslie will not print the new letters until after the November election so the new Trustee can have their photograph included in the document as well. One additional edit was suggested to move the "orientation footer" up higher on the title page.
 - c. **Prioritize tasks-** Also in the Google Drive is a priority task list. This document will be used to create as the first step in creating a Communications Plan. Discussion: Add a task to the priority list focusing on promotion of the Township's "points of pride", positive testimonials, etc.
5. **Open discussion:** John suggested providing a Genoa t-shirt as a give-away item that could be handed out to build community pride and serve as a thank you to volunteers. Also consider a photo contest- images could be printed in the newsletter, compiled into a video on Facebook- such as a "Fall Colors of Genoa" theme. Add a "Did Ge-nOa?" campaign to build awareness for interesting Township facts.
6. Megan made a **motion to adjourn**. John seconded. All were in favor and the meeting concluded at 9:00p.m.