

Communications Advisory Committee
Minutes
January 16, 2020
7:30 p.m.

The meeting was called to order at 7:36 p.m.

Committee members Megan Scherer and John Buckles were present. Leslie Strader and Karl Gebhardt attended on behalf of the Township.

1. Approved meeting minutes. John made a motion to approve the minutes. Megan seconded. All were in favor.
2. Introduction of Karl Gebhardt
 - a. Trustee Gebhardt was recently selected by the Board of Trustees to serve as liaison to the Communications Advisory Committee, replacing Connie Goodman. Trustee Gebhardt also serves as liaison to Audit Committee. Karl discussed how committees help to create synergy with Board. Karl sees committee roles as higher level advisory functions. He believes the Communications Plan will help the Township accomplish more than we currently are, continuing to make strides toward improved Communication. He identified the goal of fostering two-way communication with residents as important to the Trustees. Differentiating Genoa's identity from Westerville is a continued struggle. Genoa is a community of neighborhoods and residents feel very connected to their specific neighborhoods as well; consider how to leverage that for improved Township identity. Trustee Gebhardt is planning to ride his bicycle in the Tom Moffit Memorial Ride that goes from Cincinnati to Cleveland along the Ohio to Erie Trail in September- consider promoting Genoa as a trail-side community by cheering riders on.
3. Trustee meeting recap
 - a. The reorganization meeting took place and Trustees were reassigned to committees. Trustees will now meet one meeting per month instead of two. A second meeting date is held just in case there is additional business to discuss on the third Thursday of each month. New member applications are due to the Township 1/17/2020. Trustees will appoint new committee members at that time. The advisory committees bring items to the Board and the Board may pass on issues to the committee as well.
4. Recap newsletter changes
 - a. Bland design on the side that faces outward when sealed. List the neighborhood for the resident credited with the cover image.
 - b. Do more human interest stories and less Township-centered content such as a featured HOA column, recycling tonnage report. To solicit these types of columns from Directors, instead of asking for an article, ask for them to fill out a survey with questions such as: What are the two most important things going on in your department right now? What's your biggest win? Biggest challenge? What project did you spend the most time on? One thing in the future you are thinking about addressing? Did you receive a positive comment from the public? Did a staff person complete a heroic act? Is there an

employee that accomplished something interesting? Who was your most satisfied customer? What are you most proud of?

- c. It is inefficient to have Leslie design and have printer redesign the newsletter. Check on a quote from Westcamp because their graphic designers may be better or use an online printer and use the savings to pay for a graphic designer. The Committee recommends hiring a graphic designer so Leslie can focus on content.
 - d. Leslie mentioned that she met with Trustee Vaughan who is interested in having an electronic newsletter go out more frequently; at least monthly. While concerned about an additional task to accomplish in very limited work hours, Leslie does believe more frequent communications is a best practice being used amongst peer communities. The Committee suggested placing time-sensitive news in e-news and the printed newsletter can consist of more feel good, fluffy, human interest stories that is undated content. Turn top social media posts into content for the e-news.
 - e. Consider a financial narrative instead of financial report or point to website/OhioCheckbook.com. Write Committee dates out such as, "First Thursday of each month" rather than listing specific dates. Make sure to also write, "Dates are subject to change. Check the website for changes."
5. Communication plan next steps- Leslie will set up meetings with department Directors or their advisory committees as well as each Trustee and the Administrator to understand their communications needs and goals to contribute to the communications plan.
 6. Open discussion
 - a. HOA list update- no updates made at this time. Please add your additions to the Google Drive.
 - b. Leslie assisted Police in creating a recruitment marketing campaign which included
 - i. Photoshoot
 - ii. Brochure
 - iii. Ad campaign for social media platforms.
 7. Adjournment at 9:33 p.m.