

## Communications Advisory Committee Meeting

Minutes  
May 20, 2021  
7:30 p.m.

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

Committee members in attendance Megan Scherer, Janine Kupko, Kit Carroll, El Biddulph.

Staff members in attendance included Leslie Strader and Fire Chief Ponzi

- I. **Approval of Minutes:** A motion to approve the minutes from the committee meeting in March 2021 was made by Janine and seconded by Elle. All were in favor.
  
- II. **Fire Department Social Media Recommendations to Chief Ponzi-** The team provided Chief Ponzi with their overall impression of the Fire page as it exists now. The group discussed a few tips for establishing an online presence and unique voice of the department. Posting consistently as a regular job duty is a commitment the department needs to make for the page to be successful. The committee then presented the social media calendar they prepared to help inspire the department to post interesting, engaging content that will further endear the community to the department.
  
- III. **Trustee meeting recap**
  - a. Leslie followed up on her email to the committee regarding Rumpke service delays. The committee advised that since Rumpke has started to take responsibility for their messaging to avoid shifting responsibility back to the township by pushing out additional messages on the topic. If posting any related content, attempt to keep the tone light.
  
  - b. The historic barn at McNamara Park is important to communications for it serving as the township's only landmark. The roof was damaged in a storm but Trustees voted to repair it as the barn itself is structurally sound. In the future they will discuss whether further renovation or redesign would be warranted.
  
  - c. Hilmar residents were upset regarding allowing grass to grow tall as a means of geese deterrent. The Trustees decided to implement a low-mow strategy instead of no-mow as a compromise.
  
  - d. There was a Zoning meeting regarding Genoa Baptist Church driveway. Zoning has begun to email out announcements for meetings on their own using a Constant Contact account Leslie established for this purpose. Zoning matters are often sensitive for legal reasons which is why Leslie cannot more freely share these topics on social media. She

leans on the Department to advise what messages can be shared and when it is appropriate to do so.

**IV. Old Business**

- a. Online Reservation System- Launched on schedule May 1. There was a glitch that was resolved within an hour on the day of launch. Janine reported using the system and it being an easy to navigate.
- b. Communications Plan Next Steps- Interviews will be scheduled with Human Resources (El and Kit) and Trustee Vaughan (Megan and John). Meetings with the other two trustees and administrator will be scheduled later.

**V. New items**

- a. Community Engagement Ideas – Meeting time ran out and this item was tabled.

**VI. Open Discussion - n/a**

**VII. Adjourn - Kit made a motion to adjourn Janine seconded. All were in favor and the meeting was adjourned at 9:17 p.m.**