

MINUTES
Communications Advisory Committee
November 11, 2021
6:30 p.m.
In-Person Meeting at Township Hall
Call to Order

- I. Call to order- Megan called the meeting to order at 6:35 pm
 - a. Janine is out with her new baby, Luke Feck is at a Veterans Day event.
- II. Roll Call- El Biddulph, Megan Scherer, Kit Carroll, John Buckles were attending as committee members. Karl Gebhardt and Leslie Strader were present representing Genoa Township.
- III. Approval of Minutes – Kit made a motion to approve the September minutes. El seconded. All were in favor.
- IV. Communications Plan Process – Interviews are complete. The group had planned on splitting up the work of writing the document, but discussed that this might make the task more difficult than necessary. Instead, Leslie will write and the group edits.

El feels guidelines and policies should be written generally so you don't pigeon-hole yourself. Send a draft to the group even if it's not perfect.

Draft presented to Trustees in March. Draft to committee in February and departments as well. Ideally the plan will be done/approved by Trustees in April 1, 2022. Draft end of January. Set expectation that it will be followed by each Department.

Hold for meeting dates: January 20, Feb 17, and present the draft plan to Trustees on March 3. April 7 final draft to Trustees.

Website Refresh- Generally the Communications Advisory Committee members thought the township website is easy to navigate and looks modern. Updating every five years is reasonable and a good practice to move forward with as planned. Ask for trends, most updated features, cutting edge from the vendor. Ask departments for what they need, think big and we'll see what we can do. Use the vendor's expertise to guide us on what we are missing, examples of website, what info is most important to residents and what tools can get it to them? Enhance what is there rather than redo the site completely.

- V. Open Discussion
- VI. Adjourn