

## Communications Advisory Committee Meeting

Minutes

March 18, 2021

7:30 p.m.

The meeting was called to order at 7: 35 p.m.

Committee members in attendance John Buckles, Megan Scherer, Janine Kupko, Kit Carroll and newly appointed member El Biddulph.

Staff members in attendance included Leslie Strader.

- I. **Roll call:** As part of roll call, the committee's newest Trustee appointed member El Biddulph introduced herself. El moved to Westerville in 1989 and then to Genoa eight years ago.
- II. **Approval of Minutes:** A motion to approve the minutes from the committee meeting in February 2020 was made by Janine Kupko and seconded by Megan Scherer. All were in favor. January 2021 minutes were similarly approved (John Buckles abstained).
- III. **Trustee Meeting Recap:**
  - a. Leslie debriefed with the committee on the State of the Township presentation which was premiered during the Trustee meeting and subsequently posted to Facebook. Video views on Facebook have been low which is unusual given the expected priority video is given in the Facebook algorithm. Leslie may need to boost these posts in the future.
  - b. As a result of the committee discussion regarding Orange Township roadway signage at the last meeting, Trustee Gebhardt brought the item to the Board and Leslie was given authorization to move forward with the purchase of border markers more quickly than originally expected. Her next step is to collect bids and select a vendor for the project.

Kit and Janine offered assistance with the gateway signage effort. Committee members suggested a promotion for the gateway after construction where residents would be encouraged to take annual photos of their children as they grow, new home owners, real estate agents (provide a photo prop). The park should be registered as a Pokemon game-stop as well.
  - c. The Delaware County Engineer presented the Big Walnut roundabout to the Board of Trustees. Leslie had noticed residents expressing concern about the project after Engineer's Office plans leaked out unofficially. The presentation seemed to help resolve the concern.
  - d. The pickleball court at Center Green Park is set to break ground as well as a variety of other parks improvements. The committee discussed whether an online reservation

system for pickleball would be appropriate as well as any signage regarding rules. El offered to check on these items with a local expert.

- IV. Communications Planning Process-** Megan and Kit reported on their interview with the Police and Fire Chiefs.
- a. Their impression is that Police is very savvy with social media and active in posting /sharing with community. The opportunities they identified moving forward include growing their email distribution list. Leslie recently sent out an email to all subscribers to update their subscription preferences. They would like to produce a recruitment video. At one point there was funding for this effort, but they asked whether the committee to help them do this for free. They also discussed the article police writes for the Medallion and Highland Lakes magazine quarterly.
  - b. The Fire Department is not as active on social media as police. They see HIPPA as a barrier to share much of what they do. Their request is the committee help create a social media calendar for them to follow. The group decided to create a shared Google Spreadsheet to begin brainstorming social media content which could be fun with the department including ideas such as working out with firefighters, cooking recipes in the fire house, etc. The department is working on a video of the new fire truck. The department lacks a unique voice and personality that is so well liked by the community with the police department. Kit will schedule a time with the Chief to review what was created for him. The committee will also see if they can find a document from another organization that would cover tips and tricks for dealing with social media specifically for fire departments.
- V. E-newsletter :** Trustee Vaughan requests that a newsletter be sent out via email in-between the months of the printed newsletter. Leslie agrees more frequent communication is the norm among peer communities; however, is not given much content from departments for the bi-monthly printed newsletter and isn't sure how not to poach her own content. The newsletters would need to be prepared at the same time given the long lead time required for the printed piece. The committee suggested doing a "social media round-up" of the most important post from Facebook instead of writing new content since not all followers will see all posts.
- VI. Open Discussion –** Janine mentioned the importance of disseminating information regarding vaccine information. Leslie is willing, and usually reposts information from Delaware Public Health and other official sources.
- VII. Adjourn –** Megan made a motion to adjourn Kit seconded and the meeting was adjourned at 9:17 p.m.