

Genoa Township Communications Advisory Committee

Meeting Minutes, July 18, 2019

- I. Meeting was called to order at 7:33 p.m.
- II. Committee members Janine Kupko, Luke Feck and Megan Scherer were present along with Leslie Strader. John Buckles was unable to attend.
- III. Janine approved previous minutes and Luke seconded.
- IV. Discussion of open items
 - a. Police station signage- Leslie shared a rendering of the new station signage which includes three building markings. They will add electricity for future signage with lighting. The committee discussed if businesses are allowed to sponsor signage. Leslie said the township cannot directly solicit. Megan asked if Leslie can check font style on sign to ensure it meets brand standards.
 - b. Gateway signage- Renderings for two options were presented and committee members were asked to share their feedback via email with Leslie by 7/25. Genoa will rely on maintenance staff and only contract work that's necessary. The vendor who created these two options will also develop a family signage package following final design selection. Funding will need to be secured by the township so there is no implementation date.
This discussion also included sharing information about Leslie's plan to do a drone video about the Mt. Royal intersection and scheduling a photo shoot with Rumpke at Janine's house in Highland Lakes on August 5 at 10 a.m.
 - c. Resident survey – Committee recommended that the rating scale be modified to include radial buttons and a scale of very effective, somewhat effective, moderately effective and slightly effective. Committee discussed potential of future process that would allow residents to opt out of the paper newsletter and opt into an electronic version. Leslie will ask her PIO group if other townships have been able to make this transition. Committee members will receive the revised survey and are asked to take it to check the user experience.
 - d. Logo- Luke shared his suggestions on modifications to the existing logo and how it could evolve over time. The committee was very receptive and recommended that the stylized G be incorporated in print communication in place of old tree logo. Megan will contact graphic design resource to see obtain an estimate and ask if time can be donated.
 - e. Secretary- Because Veronica has moved out of the township, the committee is requesting that a secretary is recruited to fill this role.
- V. Open discussion
 - a. Remaining agenda items will be moved to next meeting.
 - b. Roads levy – Leslie shared that trustees are discussing road levy that will be on the ballot in November. This will be a future agenda item to discuss how committee can support her with communication efforts.
 - c. Janine shared concerns about residents discussing the Westerville school levy on Nextdoor. Leslie is willing to talk with communications person with the school district. She is also planning to write a “what's on your ballot” article for the fall newsletter.

Meeting was adjourned at 9:25 p.m.