

Genoa Township Communications Advisory Committee Meeting August 15, 2019

Meeting was called to order at 7:32 p.m.

Committee members Janine Kupko, Luke Feck, John Buckles and Megan Scherer were present along with Leslie Strader and guest, Connie Goodman (Trustee Member)

I. Trustee Meeting Recap

- A. Connie gave an update on medic and how no township dollars from the levy were required to cover the costs. John suggested idea to showcase to township residents how the costs for the medic were covered. Megan suggested a contest for kids to name the new medic vehicle.

II. New Items

A. Newsletter Editorial Calendar

Leslie asked for ideas on how to create an editorial calendar and discussed standards for each newsletter. Megan suggested a calendar timeline for writing articles with appropriate deadlines. John suggested creating an "Ask a Trustee" section in each newsletter with hot topics from residents. Janine suggested creating an open ended question on the quarterly survey with residents being allowed to share what are the hot topic issues in their community to source ideas for newsletter. Luke suggested to highlight the trustees letter on 1st page with details to where to read the complete letter which would be inside the newsletter. Janine suggested researching on Nextdoor for ideas for topics to discuss in newsletter by seeing what people are discussing within the township. Leslie asked the committee to follow up via email with ideas for newsletter prior to next meeting. Leslie presented data on how local townships are distributing their newsletters. Our newsletter seems on par with other local townships.

B. Social Media/Website Updates

- Leslie is getting a Google Analytics Certification and will be able to get better data.

C. Prioritizing Projects

- Megan reviewed meeting minutes from 7/18/19 regarding potential projects for committee to pursue. John suggested creating a HOA communication tree. When Leslie provides the contacts she has, Megan will create a Google doc as a side project for committee to all contribute a master list of HOA administrators as a way to improve our communication with all township residents who live in HOA communities.
- Electronic Newsletter: Committee discussed promoting the electronic newsletter as an option. Leslie reported that other townships are not doing this yet and committee agreed we can wait to move on this. Connie Goodman posed the question if it would be able to be ADA compliant and

voiced concern that if the newsletter were to be electronic, not everyone would be able to have access to it.

- General Website Edits: Leslie asked that we review website for an edits that need to be made. John suggested we divvy up the website in sections that each committee member will be responsible for to review periodical. Megan suggested a special projects list using Google docs for committee members to contribute. Megan will come up with a list prior to next meeting.

III. Open Issues

- Luke presented his new Genoa logo to committee. Megan voiced concerns about the timing of changing logo so soon after implementing an already updated logo. Connie voiced concerns of not using the “Genoa blue” but with those changes suggested Leslie circulate amongst township staff for feedback. Leslie will review digital logo and committee will review next meeting.

IV. Open Discussion

- Thank yous: Leslie thanked Luke for the work he did with the logo, Janine for photo shoot with Rumpke and Megan and Janine for attending the National Night Out at McNamara Park.
- Janine mentioned she did not receive the photo release from Rumpke for their use of photos from the shoot and Leslie said she would follow up with them.
- Road Levy: Review website content information. Information regarding levy should be neutral. Review and send comments to Leslie.
- Leslie discussed the new resident brochure could use some updates. Asked for any feedback to send to her since she will be ordering more brochures soon.
- Leslie collected feedback from Committee regarding new Genoa sign design. She asked for any feedback and comments to be forwarded to her prior to next meeting.

Adjournment: Janine motioned to adjourn, John gave 2nd motion. Meeting adjourned at 9:35pm