

Genoa Township Communication Advisory Committee
January 12, 2023, 6:30 p.m. at Township Hall
MINUTES

In attendance: Leslie Strader, Trustee Connie Goodman, Eleanor Biddulph, John Buckles, Kit Carroll, Carolyn Greshemer
Absent: Matthew Haines

1. **Call to order:** The meeting was called to order by John at 6:30 p.m.
2. **2023 Appointments:** Trustee Goodman will continue her assignment to the Communication Committee. El's term will end March 31. Applications to serve are due January 13.
3. **Approval of Minutes:** The minutes were submitted for approval. No changes or additions were suggested. Carolyn requested that the minutes be distributed to the committee earlier (than with the meeting agenda) to allow more time for review. Leslie agreed that she can do that.

Carolyn motioned to approve, Eleanor seconded, the motion was unanimously approved.

4. **Public Comment:** No members of the general public were present to offer comments.
5. **Communication Director's report – Leslie:**
 - *Website update:* There is nothing new to show. Revize is not meeting the agreed timeline. The firm was supposed to provide the first mock-up four weeks after receiving the design. It is now almost six weeks. Leslie will follow up.
 - *Snowplow tracker:* After our first snow event, Leslie reported an issue with the programming. The software was marking roads as plowed even if they were not the Township's responsibility because a plow had travelled on that road. Leslie noted that with the tracker up and running, there were less comments about plowing progress than during previous events.
 - *Township Hall relocation:* Video highlights of the move have been posted. The Hall, now at McNamara Park, is waiting for a new foundation, then some renovation, and then the space will be available for some public use. John suggested adding signage that explains the plan, that grant funding was used, etc.
 - *Select Stop Sign removal:* In follow-up to the issue of a handful of stop signs that were not properly approved for installation, many residents attended the last Trustee meeting to express concerns about the signs being removed. The Trustees requested a resident survey and the results have been delivered to them for review.
 - *Parks Committee survey:* A survey will be distributed soon to help prepare for a levy on the November ballot (if approved) to identify what issues are important to the residents. Paperwork must be filed in August as to how much and for how long the levy will be, so this information is needed to make that determination.

6. Discussion Topics:

- *Newsletter:* A Trustee raised the possibility of cost savings to the Township by changing the style and/or frequency of the newsletter. The committee discussed this issue last month. It has now been suggested that the Committee make a formal recommendation to the Trustees.

1000 surveys were distributed via the last newsletter. About 100 have been returned so far, indicating that the website is the primary source of information (1.13 score out of 2.00) with the print newsletter a close second (1.02) and the e-news third (.5). Text messaging, Next Door app, and You Tube were all in negative numbers, meaning “of little importance.”

Eleanor motioned the following be submitted to the Trustees:

The Genoa Township Communication Advisory Committee supports and advocates for community informing.

While there is a cost to producing and distributing a hard copy newsletter, there may be a far greater cost to community awareness if the newsletter were eliminated or significantly reduced.

Therefore, we as a committee, strongly caution against eliminating or significantly reducing the print newsletter as a means of communication to the residents of Genoa Township.

Carolyn seconded the motion. After discussion, the motion was unanimously approved.

Eleanor will include the statement in the meeting minutes as well as an attachment that Leslie can distribute to the Trustees as appropriate.

- *State of the Township:* Leslie shared some background information about the video format of the annual State of the Township. She played the 2021 video to solicit feedback. Kitt suggested that Leslie post short snippets of the video on the Facebook page with a link to the full video. El suggested brief narrative bridges between topics, rather than a reading of a bullet list of accomplishments.

7. **Trustee update:** Trustee Goodman had no significant news to share. More to come as the new year ramps up.
8. **Adjourn:** The meeting adjourned at 8:30 p.m. The next committee meeting is scheduled for February 9th at 6:30 p.m. Monthly meetings have been scheduled for the second Thursday of each month but the Director and Committee Chair will determine on a month by month basis if a meeting should be cancelled.

Eleanor motioned to adjourn, Carolyn seconded, the motion was approved.

Respectfully submitted by Eleanor Biddulph, January 17, 2023

Attached: Recommendation to the Trustees