

Genoa Township Communication Advisory Committee  
July 14, 2022 6:30 p.m. at Township Hall

**MINUTES**

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

Absent: Janine Kupko

1. **Call to order:** The meeting was called to order at 6:31 p.m. by John.
2. **Approval of Minutes:** The minutes were submitted for approval. No changes or additions were suggested.

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

3. **Open issues:** This meeting continued two specific discussions from the June 23, 2022 meeting.
  - a. *Recognized dates, holidays, special occasions, etc., "holidays":* Leslie presented a spreadsheet representing holidays recognized by the federal and state governments, local school districts and several nearby towns.

After a lengthy and wide-ranging discussion about holidays, the diversity of celebrations and observances, types of communication and more, two go forward measures were agreed to:

- i. Leslie will meet with the other two Trustees to collect their thoughts on a short list of specific holidays
  - ii. Leslie will generally continue as is with social media posting and whenever she feels a measure of unease, she can bring it to the committee for input.
- b. *Website redesign visioning continued:* The committee focused on the Largo, FL website as a preferred design style but with more buttons and easy access information on the cover page. It also looked at the Cranford, NJ site which has a different approach to the cover page graphic, keeping it in the header only.

The committee reviewed the Design Questionnaire from Revize and created a plan for next steps in our discovery process:

- i. Leslie will complete the questionnaire and submit it to Revize.
- ii. Leslie and Matt will follow-up with Revize to understand what the secondary landing pages (i.e., department pages) will look like and is there a possibility of a third level (for clicks to specific content).

- iii. After some discussion about user testing, the committee decided it will test scenarios and ideas among the group first and then add members of the public in September (tentatively Sept 8<sup>th</sup>).
4. **Community perspective:** The following topics were touched on during the discussion:
  - a. Freeman Park work is done. The Ninja course has been well-received.
  - b. Movie nights are done for this season.
  - c. National Night Out is August 2, as is Election Day.
  - d. There was discussion about a potential June 15<sup>th</sup> Founders' Day celebration in the future.
5. **Meeting schedule:** After some discussion about committee meeting frequency and length it was agreed that meetings will likely remain monthly for the near term due to website work. We may move back to alternating months in the future. Attendees can plan on a hard stop at 8:30 p.m.
6. **Adjourn:** The meeting adjourned at approximately 8:20 p.m. The next committee meeting is scheduled for August 11<sup>th</sup> at 6:30 p.m. ***Committee members are reminded to bring their laptop for website testing purposes.***

Eleanor motioned to adjourn, Matt seconded, the motion was unanimously approved.

*Respectfully submitted by Eleanor Biddulph, July 23, 2022.*