

Genoa Township Communication Advisory Committee  
November 10, 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: N/A

Note: The Township Trustees accepted Janine Kupko's resignation from the Communication Committee at their November 3, 2022 meeting.

1. **Call to order:** The meeting was called to order by John at 6:32 p.m.
2. **Approval of Minutes:** The minutes were submitted for approval. No changes or additions were suggested.

Carolyn motioned to approve, Matt seconded, the motion was approved.

3. **Open issues:**

- a. Website redesign final feedback opportunity – Leslie shared the current website with the updated draft for committee discussion and feedback. Leslie has also previewed the new site to the Trustees and Directors. Police and Fire also shared with their staff for input. Consistently repeated feedback related to the layout of the Department level pages. Leslie reviewed point by point other feedback given to her and the committee discussed at length and came to agreement on each.

Leslie will incorporate all agreed upon changes for the final editing round with *Revize*. The next step will be seeking approval from the Trustees, perhaps in the February meeting.

- b. Newsletter format – Trustees suggested a review of the community newsletter in light of the \$20k annual expense. Discussion included a user survey, shifting to e-delivery only, email address management, reducing the frequency of publication, and concerns about transparency and timeliness of information. After a robust discussion, the committee urged Leslie to communicate that the committee cautions against eliminating the print newsletter as a means of communication to the residents.

To continue the research Leslie will obtain the following:

- Current per issue costs of printing and mailing
- Cost for printing and mailing post cards to notify residents that a new edition is available online (if we were to transition in that direction)
- Cost reductions if we switch to non-glossy paper

- c. Snow plowing communication – The township has contracted with “Etch,” a snow plow tracking software. This will support internal management of resources and tracking of snow removal progress. The software will be made available to the community via the website. County roads and priority roads will be marked, and road plowing completion will be visible.

**4. Community perspective:**

- Should Zoning notice signs be branded or refreshed as they are replaced? – Leslie displayed a Zoning notice sign, the committee discussed some options and ultimately decided not to change the design.
- Stop sign removal communication – There are several stop signs in the community that are going to be removed because they were not formally approved for installation. Recognizing that this may cause some concern, the committee suggested that Leslie reach out to the impacted neighborhood HOA and discuss opportunities to notify residents of the action and why it is necessary.
- Original Township Hall move – The movement of the old Township Hall via flatbed truck from the corner of Big Walnut and Tussic Rds to McNamara Park has been delayed until end of November or possibly December due to permitting. Leslie will communicate via website and social channels when the move will happen and what roads will be impacted. Leslie is also trying to secure a local drone operator to provide bird’s eye footage of the move.
- Letters to Santa - Should the township add a Letters to Santa mailbox? The committee agreed that it is too late in the season to consider this for the current year. The committee can revisit in the future.
- Public Service opportunities - If any members of the community are interested in an appointment to the Communications Committee or serving on other Township Committees, applications are open.

**5. Adjourn:** The meeting adjourned at 8:49 p.m. The next committee meeting is scheduled for January 12 at 6:30 p.m.

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

*Respectfully submitted by Eleanor Biddulph, November 18, 2022*