

## Communication Advisory Committee

Virtual Meeting

Agenda

Thursday, March 17, 2022

6:30 p.m.

- I. **Call to Order:** Committee Chair Scherer called the meeting to order at 6:38 p.m.
- II. **Roll Call:**
  - a. Communications Director Leslie Strader and Trustee Connie Goodman were in attendance representing the Township.
  - b. Members Megan Scherer, Kit Carroll, El Biddulph, John Buckles were present.
  - c. Members Luke Feck and Janine Kupko were absent.
  - d. Carolyn Greshemer and Matthew Haines were appointed to terms beginning April 1. Carolyn listened to the meeting over the phone.
- III. **Approval of Minutes:** Kit Carroll made a motion to approve the minutes. John Buckles seconded. All were in favor.
- IV. **New items**
  - a. **Selection of new Chair, Vice chair, and Secretary:** Megan Scherer and Luke Feck's terms are ending. Leslie thanked them for their service. John Buckles volunteered to be Chair and Kit Carroll volunteered to be Vice Chair. El Biddulph volunteered to serve as Secretary. Nominations will be formalized at the next meeting with the new members are in attendance.
  - b. **Next meeting dates/times/locations:** Second Thursday of the month. April, June, August, October, December 2022. 6:30p.m. Reserve the Hall and meet outside if we so choose.
  - c. If time allows discuss:
    - i. **Warrior Watch:** Leslie described the high public comment rate regarding snow plowing during this winter's biggest storm. In comparing to other central Ohio communities, Genoa seemed to have a much higher engagement on the subject. Leslie wondered what the committee attributed the engagement to and whether she could be posting social media updates too often?

Discussion: Responding quickly to comments means that they will always expect a response that quickly. Fielding all the questions shouldn't fall on Facebook response; rather, build more community ambassadors who can help reply. How can we get more residents feel they are in-the-know enough to comment in a positive way? The committee suggested additional education on what roads the Township is responsible for, what our plan is for clearing once the snow falls, etc. Create a FAQ page using the questions from the last snow event. Use this content to have a snow email ready-to-send via email in advance of a storm. Pin winter storm reminders to the top of the Facebook page during a storm. Use the pop-

up messages feature on the website. Reach out to people who post often in a helpful way and say thank you. #TeamGenoa

- ii. **Blue cart program:** Launches March 18, 2022. All sales will be final on June 5. Price of \$70 due to OEPA subsidy no longer available and we expect some residents may be upset about that.
- iii. **Latex Paint Recycling and Spring Cleaning:** April 2, 8a-noon at McNamara Park and April 23-30 at Maintenance Facility.
- iv. **Park giving program (earth day):** April 29<sup>th</sup> Arbor Day and Earth Day Sales for trees. If people purchase trees, planning on planting in the fall. Committee recommends promoting tree sales also for Grandparents Day.
- v. **Easter Egg Hunt:** April 9, 2022 at Westerville Central HS. Ages 1-10. Committee recommends using pictures of past events up and say “we’re back!”

V. **Open issues**

a. **Communications Plan**

- i. **Final draft discussion:** Upholds the brand and the Township. Trustee Goodman feels staff may not feel ready for a communications plan. Soft approach with staff for roll-out. Consider rolling it out to staff for edits first. HR integration was a concern to her requiring more discussion. Committee recommends phrasing request for input as such, “Thank you all for participating in the interview process. Here is the fruit of that labor. This is the final document based on the input you gave us.” Provide an opportunity for edits. Mention that the plan is a product of residents on the Communications Committee who are Marketing/Communications professionals who believe adopting the document is in the best interest of the Township as a whole.

The committee discussed approaching Administrator Wise and /HR Director Greco to review the document at same time.

Afterward, provide to Trustees to review at the same time

Finally, send to Directors before seeking formal adoption by the Board.

Committees typically present projects like this to the board because it is their work and recommendation being brought forward.

Refine the section regarding hash tags. Select something beginning with Genoa so that the options pop-up in the search.

Edit any mention of “Communications” to “Communication”.

- b. **Website redesign:** Genoa Township has renewed its contract with Revize for another five years. Megan recently refreshed her website and she added a chat bot to it called Talk.2 which is a WordPress plug-in.

**VI. Open Discussion- Community perspective:**

- Warm weather and feeling of being part of a “community” is returning.
- Residents are wondering why Freeman Road Park renovations are taking so long.
- E-newsletters sent directly from Trustees are not clear that they are political and not an official Township publication. It is likely causing confusion with residents.

**VII. Adjourn:** The meeting was adjourned at 8:31 p.m. Motion by John and second by El. All in favor.