

**MINUTES**  
**Communications Advisory Committee**  
**September 16, 2021**  
**6:30 p.m.**

**In-Person Meeting at McNamara Park Shelterhouse**

(access parking via driveway east of the fire department on Big Walnut Road)

- I. Call to Order- Megan called the meeting to order at 6:35 p.m.
- II. Roll Call- Luke Feck, Megan Scherer, Kit Carroll, El Biddulph and staff member Leslie Strader were in attendance.
- III. Approval of Minutes – Motion to approved by Luke and seconded by El.
- IV. Trustee meeting recap – Leslie provided a brief update of the most recent Trustee meeting business including: the upcoming election including two selection of two trustees, Fire Department Pulsepoint app, Firefighter Jesse Crook lifesaving recognition, discussion of Fire Department becoming a Covid test distribution site in future.

The committee requested this agenda item be removed in the future to reserve more time for committee business. Leslie suggests considering replacing it with a brief “word on the street” – topics of concern committee members are hearing of within the community.

- V. Open issues
  - a. Communications Planning Process
    - i. Report out from stakeholder meetings:

Gebhardt - El provided an update for the meeting she and John conducted with Karl Gebhardt. Unique position as a resident, trustee, and outgoing trustee that he can speak from many points of view. El provided detailed notes to Leslie.

Goodman – Janine conducted this interview by herself and since she is out with a new baby at home, there was no one available to report out on this discussion.

Wise – Kit and Luke provided an overview of their discussion with the Township Administrator. Detailed notes were provided to Leslie. During their report the committee expressed interest in assisting with long-term budgeting for the Communications Department. Additionally, they suggested there is a need for a specific staff person who can run new AV systems , that no existing staff person is entirely appropriate for that job. The group thought it would be fun content for social media to tell a ‘tale from the genoa vault’ (retell old stories, using long-term employees like Paul to recall; such as, buying trail easements from residents for a dollar). The group suggested that all department leaders have a metric included in their performance report regarding communication goals.

- ii. Next steps- Send example plans to El as well as the outline we created a couple years ago, each member will take on one section of the plan based on their expertise in outline style – Leslie will make sure all content is written in the same voice.
- b. Signage progress report (border, gateway - pavement, cemetery)
  - i. Border- Leslie ordered these signs based on committee feedback. She is using a navigational compass on the back of the sign. The committee liked the compass motif and suggested incorporating it into other designs- a nod to the waterways surrounding Genoa. The committee thought the imagery may inspire a new slogan and would like to discuss that topic in the future during a focused meeting.
  - ii. Cemetery- Leslie ordered a cemetery sign with no change from what was designed by OHM. Leslie was not expecting this opportunity to come about so soon, but a resident wanted to contribute to funding a new sign at Burnside.
  - iii. Gateway- Now under construction. Leslie has designed a compass with visual pun using the N in Genoa and the S in Township to indicate north and south on the trail, located just behind the wall at the gateway. The Committee helped to provide guidance on refining the compass design.

**VI.** New items

- a. Paint the Plow- Leslie coordinated with Alcott School personnel to do a Paint the Plow art project to help make families and the school more connected to the Genoa Township community.
- b. Halloween – Due to confusion between Westerville and Genoa trick or treating dates Leslie requested advice on how to clarify for residents. The group suggested a weekly countdown to Halloween which could include safety messages, costume ideas, vote for favorite candy, rain or shine. Also use HOA list to remind neighborhoods.
- c. Monthly e-newsletter- Leslie is now sending brief e-newsletters between printed versions. This was a request from Trustee Vaughan. Some months there may not be enough content to put out new information, but so far there has been enough timely, original content and it is going well.
- d. Fall/winter meetings- The committee would like to meet one more time on October 28 at McNamara Park - 5:00 p.m. and then use the winter months to focus on writing the Communications Plan. Regular committee meetings will resume in the spring or as needed.

**VII.** Open Discussion- None

**VIII.** Adjourn – The meeting was adjourned at 8:30 p.m.