

Communications Advisory Committee Meeting

Minutes

February 20, 2020

7:30 p.m.

The meeting was called to order at 7: 33 p.m.

Committee members in attendance John Buckles, Megan Scherer, Janine Kupko. Luke Feck has been absent for the winter months with notice; he is expected to return to usual meetings in March.

Staff members in attendance included Leslie Strader, Trustee Karl Gebhardt.

1. Approved meeting minutes. John made a motion to approve the minutes. Janine seconded. All were in favor.
2. Communications Plan – Leslie provided an overview of the progress that has been made to date which includes an inventory of communications channels available to the Township, reoccurring annual messaging, a review of peer communications plans, a collection of HOA contacts, issued communications survey.
 - a. Next steps:
 - i. Leslie to schedule interviews with township leaders and all the other advisory committees to understand their communications needs and challenges.
Potential questions could include:
 1. What are a couple of the things you would love to make sure residents know?
 2. Communications challenges?
 3. Communications strengths?
 4. If money were no object, what would you do to promote what’s going on in your department?
 5. Top goals?

Meetings will be thirty minutes with directors/chiefs/deputy chief level staff. Individuals will be excused from normal Trustee meetings in March and April to meet with the committee. Janine and John will conduct the March 5 and Megan and Luke (if available) will conduct the April 2 interviews.
 - ii. Within newsletter, request neighborhoods contact the Township to provide contact information for their HOA or other leadership. For example, “To strengthen neighborhood communication the township is compiling contact information for neighborhood leadership...”
3. Review of 2019 Communications Survey results- Leslie provided committee members with a summary of the results of the communications survey from 2019.
 - a. Megan suggested looking into a net promoter score survey which are becoming common in the private sector.
4. Open Discussion

- i. Meeting schedule- The group decided to cancel the March Communications Advisory Committee meeting in order to prioritize department interviews. Regular group meetings will resume on April 16 to discuss results of interviews.
 - ii. Consider beginning a Podcast to discuss some topics of concern to the community in more detail
 - iii. Make video of the master gardener workshop available to the public.
- 5. Adjournment: At 9:00 p.m. Megan made a motion to adjourn, Janine seconded, and all were in favor.