

**BH Township Communications Committee
Minutes
February 26, 2019**

Meeting called to order 7:47 pm

Attending

Peter Basovo, Gail Nelson, Bob Parker, Sander Raaijmakers, Caroline Yodice, Stephen Yellin, Pam Yoss, Lucinda Hayes.

The Committed reviewed and accept the minutes from the February 2019 Minutes.

Listening Sessions

Pam is working with Angie to schedule the first Listening Sessions of the year. The program will be quarterly. The first subset of elected officials will include Angie plus two Council members. Pete and Stephen will recruit the Town Council members.

Committee Objectives & Committee Assignments for 2019

The Committee reviewed the updated document. No further changes were made so the plan is set for the year.

Brand Guidelines

Gail reports that the scope of work and brand assets have been forwarded to Liza who has a contact willing to produce the guidelines free of charge. Gail to check in on expected timing.

Website Project

Pam and Sander reported that the design is not initially as sophisticated or as visually appealing as expected. We have asked CivicPlus to do some significant redesign work. The goal is to roll out the beta version near the end of March. A small group will also advise on additional content to be added to the website. We are working closely with the Township to update and enhance content now that the new website has additional flexibility. This is an ongoing process and will continue after initial launch.

February Newsletter

Caroline reports the newsletter is on schedule to launch on February 27. TAPinto Berkeley Heights and Renna Media will publish press releases based on the newsletter content.

Livestream Process and Town AV System

The audio quality is not acceptable as there is a buzz. Sander is looking into the problem and will follow up with the volunteer sound expert, Craig.

Updating Berkeley Heights Wikipedia page

Steven will suggest changes to website copy and work with Caroline.

Committee Objectives Presentation to Town Council

Pam will try to get the Committee on the March 19 Town Council. Pam will lead the presentation. Gail will help with the PowerPoint.

Social Media Policy and Formalize Township Communications

A discussion of the Town's social media policies and formalizing Township Communications will occur at the next meeting.

Meeting closed: 9:17 pm

Next meeting – March 26, 2019