

**BH Township Communications Committee  
Minutes  
January 16, 2019**

**Meeting called to order: 8:06**

**Attendees:**

- Dr. DeFabio, Herman Matfes, Gail Nelson, Sander Raaijmakers, Jim Skidmore, Liza Viana, Stephen Yellin, Pam Yoss

**Review and accept Minutes – December 2018**

- Minutes approved

**Expected changes to committee membership– Gail**

- 3 new members appointed: Lucinda Hayes, Caroline Yodice, Bob Parker

**Website Project: Herman, Sander, Pam**

- Project is on schedule. Internal training scheduled for Feb 13-15
- Content status – Committee/Board descriptions need to be updated for inclusion on website. Committee working with each Township Board/Committee
- Communications plan and next steps – Launch plan in progress

**Electronic Sign: Gail**

- Committee drafted policy in 2018 to be incorporated into existing policy

**January Newsletter: Pam, Sander**

- In progress for month end distribution
- Plan needed to migrate to new website platform

**Listening sessions: Pam, Gail**

- Pilots reviewed, feedback overwhelmingly positive. Recommend moving to quarterly meetings in 2019
- Next steps: Liza to confirm timing with Mayor Devanney. Committee to propose 2019 schedule including order for participation.

**New Business**

- **Livestream process**
  - Sander documented livestream procedures after issues at Jan 15 Council meeting
  - Sander to train Liza and work with Township to ensure existing equipment is functioning and replaced if needed
- **2019 initiatives and (not yet approved) budget – Gail, Pam**
  - Website – Phase 1 in progress. Next - define Phase 2
  - Newsletter – continue monthly distribution
  - Social media policy – Draft based on best practices. Implement
  - Brand guidelines – Needed. Resource needed to refine and create these based on current logo, font, and color palettes

- Video programming – Subcommittee needed to define plan for video usage
- Add to agenda for February. Event driven video is popular
- Communicating on new developments is a priority
- Election of Chair and Secretary
  - Pam Yoss – Chair
  - Gail Nelson - Secretary
- Proposed 2019 meeting dates
  - Proposed dates in place. Will circulate to committee
- Update Committee Roles & Responsibilities
  - Draft to circulate before February meeting

Next meeting – February 6, 7:30 pm. Please note time change.