

**BH Township Communications Committee  
Minutes  
February 6, 2019**

Meeting called to order 7:37 pm

**Attending**

Peter Basovo, Dr. DeFabio, Herman Matfes, Gail Nelson, Bob Parker, Sander Raaijmakers, Jim Skidmore, Liza Viana, Caroline Yodice, Stephen Yellin, Pam Yoss,

The Committee reviewed and accepted the minutes from the January 2019 Minutes approved with correction of a name spelling.

**Website project**

Pam, Sander and Herman reported that the website is on schedule for a March launch. The Calendar and search working well. The design needs improvement so the team is working on that issue and the transition of the domain name [berkeleyheights.gov](http://berkeleyheights.gov). The focus of this Phase 1 release is on improving the mobile and search experience for residents.

**February Newsletter**

Pam advised that the January newsletter was sent out. Sander reported that list has grown to more than 900 and the open rate ranges between 50-60%. Caroline will begin helping with the newsletter in February. Communications will help other Township Committees and Boards with turning some of their news into press releases for TAP. The Committee began to discuss how to increase the distribution of paper copies for residents who aren't online or haven't yet signed up.

**Livestream process and Town Hall AV system**

Bob's contact, a Broadway sound engineer, donated his time and worked Committee members to fix the audio issues in Town Hall. These audio improvements were reflected in the quality of the Livestream too.

**Electronic Sign**

Gail reported that the current policy is in good shape but needs to be posted on the website so that its clear what types of messages qualify for posting and the process for requesting posting.

A discussion of turning Town Communications into a revenue source was tabled until future meetings.

**Social media policy**

A discussion of the Town's social media policies was tabled until a future meeting.

**Brand guidelines resource**

Gail created an outline for what needs to be included in the brand guidelines, a technical document which will contain the standard for logos, fonts, colors and other graphic elements and how they need to be used. Committee members to provide comments to Gail by Friday. Liza and Peter and Caroline can help source designer candidates for this project.

## **Committee Objectives & Committee Assignments for 2019**

The Committee reviewed the 2019 objectives and discussed priorities for 2019. Bob suggested adding a community survey to the list. The Committee also discussed the need for improved communication around the new developments in Town and agreed that these needed to be displayed graphically. Dr. DeFabio added the need to resolve governance issues surrounding Berkeley Heights's TV station currently operated by the High School. The Committee also discussed the role of video content.

Meeting closed: 9:10 pm

Next meeting – March 6, 7:30 pm