

Communications Committee Meeting Minutes

April 16, 2020

Members Present

Christina Cioffe, Lucinda Hayes, Herman Matfes, Athena Sapir, Jim Skidmore, Stephen Yellin, Caroline Yodice, Pam Yoss

Also Present: Liza Viana, Township Administrator

Pam Yoss called the meeting to order at 8:12 PM. The meeting was conducted via Zoom.

- Approval of February 19 Minutes
- COVID-19 Status Updates:
 - Pam Yoss has worked with others to create the Township's COVID-19 main page. The web pages have been getting a lot of hits.
 - The township has sent out 2 newsletters focused on COVID-19. The COVID newsletters had an open rates of 79%, even higher than our regular high open rates.
 - The committee worked with the Downtown Beautification Committee to set up online directories of local restaurants and businesses that are still open. Pam Yoss noted that she would like to see a Facebook page set up to showcase that list. Jim Skidmore offered to assist, and a discussion followed.
 - Christina Cioffe was commended for her great work with the Township's Instagram page.
 - Pam noted that a picture of local government officials wearing masks to promote safety measures would be compiled. Lucinda Hayes will help set that up for Christina to post in addition to FB.
- Reach Update
 - Pam Yoss noted that the Township website has a new landing page for people to sign up for updates. The account set up requirement was removed in early March. Since early March, the BH Updates website subscriptions went from 260 to over 1,500 emails that are now on our list.
- Next Steps
 - Pam Yoss noted the possibility of setting up a township Twitter account. A discussion followed.
 - Stephen Yellin discussed the idea of doing a series of stories on what Berkeley Heights residents are experiencing during the pandemic, including but not limited to First Responders. Lucinda Hayes suggested we also include stories of COVID-19 survivors. A discussion followed.
 - It was agreed that committee members should reach out and identify people to take part in this series, should it prove feasible to create it, under the title "We are Berkeley Heights"
- Other Business

- Herman Matfes led a discussion on an email issue that Township employees were having and whether changes should be made to possibly make it easier to resolve future issues. It was agreed to discuss the matter further at future meetings.

The meeting was adjourned at 9:12 PM.

- Respectfully submitted by Stephen Yellin, Secretary