

BH Township Communications Committee
Minutes
May 14, 2019

Meeting called to order 7:40 pm

Attending: Pam Yoss, Gail Nelson, Caroline Yodice, Stephen Yellin, Liza Viana, Herman Maftes

1. Review and accept Minutes – Postponed until there is a quorum.
2. Website and email account conversion – Committee members discussed resident concerns about the need to create an account to use the website. Pam reported that she is able to move forward with the conversion and asked Liza to review the draft email to residents.
3. Newsletter – Caroline reports that the newsletter will be sent prior to the Memorial Day holiday. Pam reported that the newsletter open rate in April was 60%.
4. Media relations– Caroline reports that she’s set up a posting account with TAPinto and that has speeded the posting process.
5. Listening Sessions – The first listening session of 2019 will occur May 19 at the Berkeley Heights Y.
6. Survey of Town residents – Stephen will report at next meeting on the topics of most interest to the Council. Herman would be able to help the normalize the sample if the committee decides to proceed with a survey. Gail volunteered to lead the effort.
7. Wikipedia entry – Caroline reported that the page has been updated and is ready for review.
8. Brand Guidelines status – Gail presented the Brand Guidelines. Committee members provided input and Gail will share their input with Ann Bartholomew and Sander.
9. BHDC Affordable Housing – Pam reported that Ann will reach out to Stephen on behalf of the Diversity Council to create a “Did you know” fact sheet.
10. Video sub-committee – Dr. Defabio submitted this report: 1. Video shows are to be filmed on an as needed basis. 2. No formal branding or set format of the shows needs to be entertained. 3. No private sector funding will be sought for filming shows. In addition, Herman reports team is working on how to handle the need for proper sound – connecting microphones of committee members to the smartphones and ipads used as cameras.

11. Recycling Task Force – Pam and Herman worked with Angus Chen to build out the Environmental Commission survey and the Environmental Committee webpage on the Township
12. BH Street Fair (Block Party) Planning – The Committee discussed logistics of providing an information table at the Block Party and will include information about progress on key developments and committee activities.
13. Old Business/New Business
 - a. Pam reports that the electronic sign policy still needs to be posted to the website. She will follow up with Liza to make a new request.
 - b. Somerville has a Town app. Stephen will reach out to his contact there to do more.

Next meeting – June 18, 7:30 pm