

# Communications Committee Meeting Minutes

May 14, 2020

## Members Present

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

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Pam Yoss called the meeting to order at 8:07 PM. The meeting was conducted via Zoom.

- Approval of April 16 Minutes - unanimous
- Follow up items from April Meeting:
  - Business Aid: BH – will not be able to proceed as not a proper Township function
  - Facebook group – will not be able to proceed as not a proper Township function
  - Mask graphic – Lucinda did a great job with the design.
  - “We Are Berkeley Heights” – will not be pursued. Residents who wish to tell their stories are encouraged to contact Bobbie Peer at TAPinto Berkeley Heights.
  - COVID stats page – Updates continue. Statistics added.
- Newsletter – Caroline putting it together this weekend. Discussion on other items to add (cancellations in particular) and on COVID-19 focus in the newsletter.
- Instagram – Christina reported we have over 300 subscribers, very large increase since February. More photos are welcomed.
  - Discussion on having a photo challenge of locations in Berkeley Heights. Photos taken by committee members with residents guessing where the photos were taken. Agreed to do this and start the project next week.
- New Business/Old Business –
  - Discussion on creating a Tik-Tok Berkeley Heights video. Agreed to brainstorm ideas for it.
  - Jim Skidmore discussed logistics involving summer events and large-scale, outdoor screens, and possibility of Berkeley Heights obtaining one. Discussion ensued.
  - Herman Matfes discussed PSE&G opportunity for residents.
  - Herman and Jim proposed an online Berkeley Heights trivia contest.
  - Lucinda suggested distributing printed newsletters with the food supplies being delivered to senior citizens as part of Neighbors Helping Neighbors. Discussion ensued on how to keep seniors informed who aren't online.
- Next meeting – Tuesday, June 16

*- Respectfully submitted by Stephen Yellin, Secretary*