

# Communications Committee Meeting Minutes

July 23, 2020

## Members Present

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

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Pam Yoss called the meeting to order at 8:06 PM. The meeting was conducted via Zoom.

- Approval of May 14 & June 16 Minutes - approved
- Follow up items from June Meeting:
  - Newsletter – went out today. Caroline did excellent work with it. 300 people clicked on newsletter almost immediately after it was sent out. Discussion on identifying which links were clicked on the most (for informational purposes)
  - Instagram – Christina has been taking items from the newsletter to share on Instagram. It was agreed to boost posts involving masks. Discussion on including photos of BH Community Pool on Instagram to help boost awareness that it's open.
  - Senior Advisory Board – Senior Citizens Club meetings have resumed. Seniors are very excited to meet again and are eagerly awaiting return of monthly newsletter. Lucinda is drafting newsletter with graphics and information they want (especially the monthly birthday list). Discussion on setting up technology survey for seniors to see who needs help with things like Zoom for programming purposes, including recruiting volunteers to contact seniors as part of this effort.
  - Welcome to Berkeley Heights letter – discussion on reviving it and getting it ready to send out.
  - Civic Plus – we have unexpectedly hit limit of 500 residents to receive text messages. Discussion on how to proceed and potential costs of the options. Hope to obtain “bridge” of higher limit (700) to cover us through the year.
  - Discussion on making sure to use Communications Committee-approved color palette on materials only. Tabled to next meeting.
  - Photo Challenge – decided to table until future.
- Elected Official Coffee Conversation – Discussion on restarting Coffee events with Mayor and Township Council. Agreed to contact Mayor & Council to determine their interest and whether it would be held outdoors or via Zoom. Individual elected officials can hold “Office Hours” as they see fit.
- New Business/Old Business –

- Pam and Athena are working on including blurb for signing up to Township Newsletter as part of Recreation Department weekly email to parents.
- Discussion on need to establish Technology Committee to address critical needs partially connected to communications issue.
- Township Administrator has asked us to write press release on Building Permits being available online. Will be tackled by committee volunteers.
- Discussion on creating timeline of Municipal Complex with key points on what took place along the way.
- Discussion on communicating story of historic items and photos (via Historic Preservation Committee) with input with Communications Committee.
- Next meeting – Tuesday, September 15<sup>th</sup>

*- Respectfully submitted by Stephen Yellin, Secretary*