

BH Township Communications Committee
Minutes
September 12, 2019

Meeting called to order 7:41 pm

Attending: Christina Cioffe, Dr. DeFabio, Herman Maftes, Gail Nelson, Sander Raaymakers, Caroline Yodice, Pam Yoss

1. Reviewed and accepted Minutes from June.
2. Newsletter – Caroline is working on the September issue and it's on track for the end of the month. She is writing a list of guidelines.
3. Media relations status – Will be working to communicate the upcoming changes at the Y as the new building plans to open in addition to other releases as needed.
4. Video Subcommittee update – Dr. D. reported they plan to film Vegan Fest, cover the Seniors, Winter Walk, and other topics, especially those that have a back story.
5. BH Summer Concerts status – All were rained out except for the final concert. Pam reports that the proposed development boards attracted a lot of interest again this year.
 - a. Website – Gail asked about website statistics since launch of the new site in March. Pam reported aggregate statistics. There have been over 52K visits and average time per site is 2 minutes and 42 seconds. Bulk pickup is the most popular searches, followed by recycling. Herman reports that the Committee expects to move forward to phase 2 in 2020, which will include the ability to begin to bring online transactions and possibly online Recreation scheduling and classes to the website. CivicPlus has updated their platform and we will get the benefit of that upgrade as they roll it out across the client base in 2020 and 2021. Most of the improvements are to the back end.
6. Priorities for the remainder of 2019
 - a. Document newsletter process
 - b. Social media guidelines
 - c. Focus on reach of communications:
 - i. Activate Instagram
 - ii. Welcome letter to new residents with one-pager on how to stay connected – working with local realtors.
 - iii. Leverage existing email lists ex - Rec and the PTO

7. Old business/new business

- a. There will be a community calendar added to the website to show community events.
- b. Reschedule the rest of the meetings to Wednesday or Thursday nights:
Wednesday, October 2, Thursday, November 14, and Thursday, December 12
- c. Pam and Caroline are creating a Township, local, and committee activity calendar to help with communication planning
- d. Listening sessions are proposed for September 28/29 and November 16/17. Will consider Facebook Live.

Next meeting – Wednesday, October 2, 7:30 pm