

BH Township Communications Committee
Minutes
November 14, 2019

Attendees: Christina Cioffe, Lucinda Hayes, Herman Maftes, Gail Nelson, Jim Skidmore, Liza Viana, Stephen Yellen, Pam Yoss

Meeting called to order at 7:35 pm.

1. October minutes were reviewed and approved.
2. Social media guidelines: The Committee discussed the draft guidelines written by Gail and Pam and provided input. Christina will use her expertise to provide comments on edited version.
3. Table at Winter Walk: The Committee decided to run a table from 3 to 4:30 p.m. At the table, visitors will be able sign up for the newsletter via iPad or pick up a paper copy of the newsletter. The plan is to add a fun kids activity. Lucinda will reach out to other photographers to maximize coverage of the event.
4. Video sub-committee: Lucinda reported that the Winter Walk video produced by her and Dr. DeFabio will focus on the experiences of the people there.
5. Welcome to Berkeley Heights Realtor letter: Christina has gotten input and Pam secured approval of the Mayor to send this communication under her signature. Christina will draft the factual copy for the back of the letter. Herman suggested adding a QRS code that brings the reader to the Welcome to Berkeley Heights page.
6. Senior Advisory Board: Pam reported that a new Senior Advisory Board has been formed Pam represented Communications at its initial meeting and the seniors had several suggestions, including a printed monthly calendar. The Committee agreed that Pam should be the liaison and attend the next meeting on November 27. Jim suggested that Renna Media might be interested in publishing some of this information that comes out of the Senior Advisory Board.
7. Website, Phase 2: Stephen will set up a briefing session to share how the Somerville Direct app works and is being used. Herman reported that Phase 2 of the Berkeley Heights website project is in process and has three parts.
 - The payments portion should go live in 2020.
 - The Rec department content will be migrated to the Township website, slated for launch in 2020.
 - The look and feel of the SDL site used by the Building Department needs to be addressed.
8. November Listening Session: This meeting is scheduled at the Y on November 21 at 7:30 pm. Pam and Gail will attend.

9. Newsletter: Pam will check with Sander on the viability of using MailChimp as the new platform going forward.

10. Additional topics/updates:

- Stephen to follow up with Liza and Angie re: Giordano mailing the 2020 recycling schedule to residents. Stephen suggested looking into asking BH Business and Civic how they distribute.
- Committee calendaring—Pam and Caroline have started to draft a 2020 calendar.
- Instagram: The account has almost 100 followers and the Committee is considering doing a photo content in January to attract more followers.

Next meeting – Thursday, December 12