



Supervisor's Office

Lucy A. Prouty

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Communications Committee Minutes for April 26, 2016

Present: Trustee/Chair Lynn O'Brien, Communications Coordinator Angela Sykora, Administrative Assistant Heidi Michel, Ela 55+ Director Susan Dillon, Assessor John Barrington and Youth Director Alexandria Tonigan.

Absent: Community and Family Services Director Susan Fackler and Supervisor Lucy Prouty

Call to Order: 10 a.m.

Old Business:

Progress of Spring/Summer 2016 Township Newsletter

The committee reviewed a draft of the newsletter (new magazine-style, 8-page format) and discussed what content was still needed from departments, in addition to printing quotes. Communications Coordinator will take fresh photos of the parks, cemeteries and historical society.

Review of draft of proposed parks-themed postcard for spring/summer

The committee discussed adding a link to a parks-related survey to the back of the postcard. Communications Coordinator will work up a draft of questions. The postcard could also list contact info for athletic groups that use township parks. Get fresh park photos.

New Business:

May Email Blast

Topics to be included in the email newsletter: Ela Township scholarships, LIHEAP, hockey rink repaired, property tax bills mailed, Knigge Park student parking permit application, Ela 55+ programs (Celebration of Life Fashion Show), Youth programs (Shooting Stars Summer Camp, summer variety), Community and Family Services (Mother/Daughter program).

Increasing Facebook Likes and email newsletter sign-ups:

The committee discussed consolidating the Facebook pages for Assessor, Community and Family Services and Youth. The goal is to drive traffic to the main township Facebook page, which would be the hub for all departments' news. Ela 55+ would like to retain its own Facebook page given the number of programs and events it has to regularly keep up with.

Networking groups:

Committee members discussed joining various networking groups to represent and communicate their department's programs and services.

Adjournment: 11:15 a.m.

The next Communications Committee meeting will be at 10 a.m. on May 31, 2016.

Submitted by Communications Coordinator Angela Sykora

Supervisor Lucy A. Prouty

Highway Commissioner Bill Kruckenberg

Assessor John Barrington

Clerk William Donnan

Trustee Larry Bowman

Trustee Lynn O'Brien

Trustee Gloria Palmblad

Trustee Joel Sikes