Meeting Summary:	Feb 12, 2014, 12 Noon, Small Conference Room, Township Building		
Attendees:	☒Bill McLachlan	☒Lisa Baldwin	☒ Brian Campbell
	☐Michael Guttman	☐Tom Hrabal	☒Sara Meadows
	☒Ted Moxon	☐Gene Pisasale	☒Jeff Yetter
Guests:			

Discussion Subject	Follow-Up Action, If Any
Introductions	

Township eNewsletter (ConstantContact)
 	
    a. Committee liaisons
    b. Training for Township Staff
    c. Template development
 	
Lisa Moore now been trained to use ConstantContact. Undoubtedly, she has a capability to train her staff to develop and send Township messages & alerts if she would like to delegate that responsibility.
 	
We have developed liaisons with various committees and have reached out to those committees to determine if they have interest in using the Township ConstantContact account to disseminate committee meeting summaries, etc. While there is interest, it appears that these committees do not want to take the time to develop summaries that can be published. More work is required here.
 	
Ted Moxon showed a copy of an email draft (see the last page) that can be sent to Township businesses listed in a database that the Township has purchased. Lisa Baldwin asked if the Township had sent a postcard to residents (yes, last September) to get them to sign up for the Township email distribution list. Lisa and Ted both suggested that this be done again as typically requests like this require at least 3 attempts.
	Ted Moxon to finalize an email to businesses on an email database that was purchased by the Township.
	
	Ted Moxon will develop a prototype for a 2nd postcard mailing to residents. This will be cleared with the Township manager.
	
	Work will continue to convince the larger committees to consider the use of the Township ConstantContact account.

Township Newsletter (printed version) Jeff Yetter mentioned that there are possible savings with the printed version newsletter that is still being published twice per year. For example, having the printer fold and staple the newsletter will save postage. Sara indicated that the Township was soliciting bids for a new printer and it is understood that this request for bids will include folding.	Review the bids when received by the Township.

Website Finalization
 	
    a. PayPal installation
    b. Final review
The website has been populated, for the most part, with current website pages and information using the website development workbook. It is necessary to have committee members review the content as there undoubtedly will be errors.
	Committee members should visit the prototype website (click here). Please work through all pages and note any areas or issues you observe by sending an email to my attention.

Police Website The Kennett Township Police Department had expressed an interest in a Police Department website patterned after the New Garden Police Department	Members are encouraged to review the prospectus from Nuts & Bolts. A copy of that can be obtained here.

Discussion Subject	Follow-Up Action, If Any
website. The New Garden website was evaluated for those segments that Township police felt they would like to see incorporated in their website and that was presented to Nuts & Bolts which resulted in an estimate of $2500 for the creation of the website. A couple of members questioned why it was necessary to develop the website in a different domain. It was agreed to follow through with that question and to report back to the committee.	Bill McLachlan will follow up with the need for a separate domain and respond shortly.
Conference room A/V After several technical issues with the new high resolution LCD projector and the video recorder, the new conference room hardware is functional. The January 15 board of supervisors meeting was successfully recorded with a one hour and 47 minute video file and transferred to a Township folder. Unfortunately, the video recorder uses a format that is not compatible with the free windows "Movie Maker", which has been used in the past to edit the recorded videos and publish to YouTube. **Note**: following the meeting, I purchased a piece of software that is capable of converting virtually any video format into any other video format which solved this issue. The January 15 supervisors meeting video has now been converted to a Movie Maker project with titles and captions and provided to Lisa to publish to the Kennett Township YouTube account.	
Facebook Account Early on the KTCC prioritized communication channels it would like to investigate. On that list was the possibility of developing a Facebook and/or a Twitter account for the Township. The Township administration has also expressed an interest in having a Facebook page. A cursory look at Chester County townships shows that more townships do not have a Facebook page then do. The table below lists townships or Township organizations who have developed a Facebook page. While Lisa Baldwin explained that it is fairly simple to set up a Facebook business account, there are concerns of how much staff time would be required to keep Facebook updated. KTCC should still examine the value of a Facebook account for a Township and develop a list of pros and cons for a presentation to the Township manager.	Bill McLachlan has inquired with other local townships to see if they are considering a Facebook page.

Organization	Locale	Facebook page
East Marlborough Township	East Marlborough PA	Click here
New Garden Police Department	New Garden PA	Click Here
East Goshen Township	East Goshen PA	Click Here
West Goshen Police Department	West Goshen PA	Click Here
East Whiteland Township	East Whiteland PA	Click here
Borough of West Chester	West Chester PA	Click here
Tredyffrin Township	Tredyffrin PA	Click here
Brandywine Valley		Click Here

The next meeting has not yet been scheduled. Bill McLachlan will contact KTCC members to do so shortly.

The meeting was adjourned at 1:15 PM.

Respectfully submitted,

Bill

Bill McLachlan

801 Burrows Run Road • Chadds Ford, PA 19317

Township Residents!

Go To: **http://www.kennett.pa.us/geninfoElectronicNewsletter.html**

to get the Kennett Township newsletter **by email!**

Township e-Newsletters Are on the Way!

Kennett Township now has the capability to deliver news, alerts & events by email. We hope that you will be interested in receiving news about your Township. By signing up, you will receive:

- Email versions of the twice per year printed newsletter.
- Notices of special projects and events happening in the Township.
- Critical alerts concerning storm warnings, road closures, etc.
- Summaries of Township committee meetings.
- Advance notice of special Township meetings.

If you would like to receive email newsletters from the Township, we need you to provide your email address. Your email address will not be provided to or shared with anyone – or any other organization – and our newsletters are spam free. And, you will be able to opt out if you no longer want to·receive these newsletters. To submit your email address, use your favorite browser to go to:

http://www.kennett.pa. us/ geninfoElectronicN ewsletter.html

Your response is certainly appreciated.

Kennett Township Communications Committee.