

Communication Advisory Committee – Meeting #3

[12 June 2024; 7:00 – 8:30 p.m. at the GPCC]

Time	Activity
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25 mins [7:00 - 7:25]	Part 1: Finalizing our communication survey – content and formatting <ul style="list-style-type: none">▪ Review▪ Feedback▪ Final changes
30 mins [7:25 – 7:55]	Part 2: Finalizing our communication survey – distribution plans <ul style="list-style-type: none">▪ QR code and link▪ Distribution via multiple mediums
30 mins [7:55 – 8:25]	Deep dive reviews <ul style="list-style-type: none">▪ Plymouth Township communication practices<ul style="list-style-type: none">○ PTPD Facebook○ PT Facebook○ PT Twitter○ PT website○ GPCC Facebook○ GPCC emails via Constant Contact○ Other?▪ Other municipalities; best practices / things that work well<ul style="list-style-type: none">○ 1 per CAC member?
5 mins [8:25 – 8:30]	Wrap-up and close <ul style="list-style-type: none">▪ Next meeting▪ Final comments

The responsibilities of this Committee include:

1. To clarify the communication goals for the Township.
2. To inventory all existing communication media and resources and their current uses.
3. To conduct a high-level assessment of the effectiveness of existing media and resources.
4. To identify communication best practices in similar municipalities.
5. To develop a standing communications policy.
6. To develop a communications strategy, including recommendations regarding new ways to communicate with residents and businesses through alternative media or enhanced uses of existing media.
7. To develop a viable and sustainable process for capturing feedback about the effectiveness of the Township's ongoing communication efforts.
8. To identify the need for any additional resources required to implement and sustain the recommended communications strategy.

Committee Members	
Becky Cosgrave	Resident
Dawn Gaffney	Resident
Sandy Grunfeld	Resident
Chris Manero	Resident
Sonia Pinckney	Resident
Ronald (Rock) Plant	Resident
Al Ronderos	Resident
Stephanie Battaglia Williams	Resident
Karen Weiss	Plymouth Township Manager
Phil Brady / Joanna Sharapan	GPCC Parks & Recreation
Brandon Strong	Plymouth Township IT
Kristin Frederick Leonard	Plymouth Township Council
Lynne Viscio	Plymouth Township Council