



PLYMOUTH TOWNSHIP

Communication Advisory Committee Meeting

Wednesday, July 1, 2026
Greater Plymouth Community Center
4:30PM

Members:

Matt West
Len Hess
Joanna Sharapan
Lynne Viscio
Becky Cosgrave
Ian Dow

1. Pledge of Allegiance - The meeting began at 4:30 p.m. and the Pledge of Allegiance was recited.

2. Approval of Minutes – Ms. Viscio made a motion to approve the June 3, 2026, meeting minutes and was seconded by Ms. Cosgrave. The meeting minutes were unanimously approved.

3. Website Update – Mr. Hess clarified that the new website is no longer expected to launch in September as previously understood. Instead, the anticipated launch has shifted to early next year. Members agreed that the additional time will be beneficial, allowing for the collection of high-quality photography and other content before the site goes live. The website vendor will continue progressing through the remaining development phases while township departments work on providing content. Members also discussed its role in the website redesign. While township staff and the website developer are responsible for building the site and creating departmental content, member's primary focus is on the website's overall appearance, usability, and user experience. This includes providing input on design elements such as color schemes, photography, and ensuring the website is visually appealing and easy to navigate before its public launch.

4. Photographer Update – Members stated they will be using a photographer from previous events hosted by the township. The photographer was given an extensive list of locations and subjects to capture for the new website, including township facilities, parks, the Lime Kilns, bike trails, emergency services, and other permanent community landmarks. Businesses and schools were intentionally removed from the list. In addition to general location photography, staged photographs were proposed for various township departments, such as Public Works, Sanitation, Police, and Administration, to better represent township services on the website.

The photographer submitted an estimated quote of approximately \$2,000 to complete both the location photography and staged departmental photos.



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Members discussed ways to adjust the scope if needed, noting that the photographer is flexible and that the cost is largely based on her time rather than the number of photographs taken. Members expressed satisfaction with the quality of their previous work and generally agreed that the investment would provide long-term value, as the images could be used across the website and future township communications. Members also discussed ideas for the photography plan, including capturing images across multiple seasons to provide a mix of summer and fall scenery before the website launches. Members emphasized selecting timeless photographs of permanent township landmarks while limiting photos that could quickly become outdated. They also suggested rotating images on the website over time to keep the site fresh. Additional ideas included professional portraits of council members and department heads for staff pages.

Following the discussion, members voted unanimously to move forward with hiring the photographer for the website project with a budget of up to \$2,000. This will be covered within the existing website budget, and council will be informed as an informational item. Staff will continue working with the photographer to refine the scope of work and schedule multiple photography sessions to capture seasonal images before the website's launch.

5. Newsletter - Members received an update that departments have been asked to submit newsletter content by July 10, with the goal of mailing the first printed newsletter around September 1. Members agreed they have until the submission deadline to provide any content or ideas and requested the opportunity to review the first proof before publication. Members discussed the newsletter's purpose as the return of a printed publication, which has not been distributed since 2020, while also remaining available digitally. Members reviewed potential branding for the newsletter, including the proposed title "Life in Plymouth" with the tagline "Close to Everything, Far From Ordinary." They also explored ways to encourage community engagement through social media by introducing a township-specific hashtag. After discussion, members favored #LifeInPlymouthTWP as the primary hashtag because it had no existing usage, along with the idea of featuring a unique seasonal or topic-specific hashtag in future editions. Additional ideas included highlighting township parks, welcoming new businesses under clear guidelines, and using the newsletter to promote the upcoming website and future communication initiatives.

6. Next Steps – Looking ahead, the committee plans to develop recurring newsletter features, explore standardized guidelines for recognizing new businesses, and consider future interactive hashtag campaigns tied to seasonal topics or township amenities. Members also expressed interest in aligning the newsletter's branding, colors, and typography with the new website to create a consistent visual identity across all township communications.

7. Next Meeting Date - The next meeting will take place on Wednesday, August 5, 2026, at 4:30 p.m. at the Plymouth Township Building.



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8. Adjournment – There being no further business, the Communication Advisory Committee Meeting was adjourned at 5:37 p.m.

Respectfully submitted,

Annalisa Primus
Recording Secretary