

BH Township Communications Committee
Minutes
April 9, 2019

Meeting called to order at 7:40 pm

Attending: Dr. DeFabio, Herman Matfes, Gail Nelson, Sander Raaijmakers, Jim Skidmore, Liza Viana, Stephen Yellin, Pam Yoss, Caroline Yodice, Pete Bavoso, Lucinda Hayes

The Committee reviewed and accepted the minutes from February 26, 2019.

Annual plan presentation to Town Council

Pam reported that the presentation was well received by Town Council.

Website

The beta version of the website launched in March. To date, feedback has been positive.

Newsletter

Caroline reports that she is working on the April issue. It will stay on current newsletter platform as the former vendor, Cities NJ, will continue to host it free of charge. Sander suggested the Town send a thank you/reference letter to Cities NJ.

Media relations status

Caroline reports that Renna Media will not print our newsletter but will print events in advance. A "Notes from Town Council" update will be sent to TAP once to twice per month.

Listening Sessions

The first listening session is Sunday May 19th from 3 to 4 pm and the Mayor, Pete and Alvaro will be the representatives. Gail will see if we can secure Y for that date.

Survey of Town residents

Bob led a discussion of the proposed survey of Town residents. The Committee discussed the draft questions and the sub-committee will align them with Town Council priorities. The goal is to launch the survey in June.

Wikipedia entry

Caroline and Stephen are working on a draft to update the Township Wikipedia entry. The Committee will provide input / approval, as will Liza.

Brand guidelines resource/status

Gail reports that the guidelines should be ready by May.

BHDC Affordable Housing

Stephen attended a BH Diversity Council meeting that had a discussion of Affordable Housing. There was an interest on having Listening Sessions on demystifying Affordable Housing – facts vs. fiction. The Communication Committee could help. Some ideas: make sure the community has a solid definition of Affordable Housing—perhaps a "did you know" factsheet with the income eligibility level.

Video Sub-Committee Update

The sub-committee is in favor of two to five minute in length video segments for social media. The discussion centered on producing short-form video and the need for fast turnaround. The team will pilot the new approach by filming at the Berkeley Heights Block Party the weekend of June 8. Down the road, consider doing a "This is Berkeley Heights" video.

Environmental Commission

They want their own logo. Gail will ask the volunteer designer to include in guidelines.

Next meeting – May 14, 7:30 pm