

## **SPECIAL PROJECTS COMMITTEE REPORT – JUNE 12, 2023**

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**Members:** Musser, Chairman; Barr, Vice Chairman; Buohl, Member; Ressler, Alternate; Harris, Staff

**Attendees:** Committee: Musser, Chairman; Barr, Vice Chairman; Buohl, Member; Ressler, Alternate  
Council: Martin  
Staff: Harris  
Guests: None

The Special Projects Committee met on May 15, 2023, at 7:30 PM at Ephrata Borough Hall, 124 South State Street.

### **Approval of Agenda:**

Ms. Harris provided confirmation of the following:

1. The meeting agenda was posted on the Borough's website and at Borough Hall no later than 24 hours in advance of the time of the meeting.
2. The meeting agenda included a listing of each matter of Borough business that will be or may be the subject of deliberation or official action at the meeting.
3. There were no changes made to the meeting agenda after it was posted.
4. The meeting agenda was made available to individuals in attendance at the meeting.

Committee Chair Musser asked if there were any requests to add a matter of Borough business to the meeting agenda. Seeing none, Mr. Musser asked for a motion to accept the meeting agenda as posted. Mr. Barr moved and Mr. Buohl seconded to approve the meeting agenda as posted. The motion carried unanimously.

### **Action Items:**

1. The Committee reviewed the Communications Strategy Proposal from QNTM. The initial term of the proposal was one year and it expired in April 2023. The Committee is concerned about the cost. They would like to try and bring it in-house. In the interim we will continue to use QNTM. The Committee will recommend that Borough Council authorize the staff to enter into a contract with QNTM for a 4- to 6-month period.
2. The Committee reviewed the Vision and Mission statements QNTM prepared and placed in the Branding guidelines. The Committee felt they were cliché and generic. The Committee suggested that the Borough employees might want to create statements since they know the inner workings of the Borough. This item will be tabled until next month.

### **Discussion Items:**

1. The Committee reviewed the Public Relation Report. Chairman Musser mentioned that he would prefer to compare it to previous months. Harris will provide another document that will show each month in 2023.