

**DOVER TOWNSHIP
BOARD OF SUPERVISORS MEETING
Work Session Minutes
November 14, 2011**

The Dover Township Board of Supervisors held a work session on Monday, November 14, 2011, which began at 6:00 PM in the Meeting Room of the Dover Township Municipal Building. Dover Township Supervisors present were Chairperson Madelyn Shermeyer, Michael Husson, Duane Hull, and Curtis Kann. Supervisor Monica Love was absent. Laurel Wilson, Township Manager; and Dawn Slegel, Recording Secretary were also present.

The purpose of the work session was to receive a presentation from Hometown Press on a way to lower the cost of the Township Newsletter.

Greg Cook of Hometown Press distributed sample newsletters from other municipalities printed by them. They work with over fifty municipalities throughout Pennsylvania. Their home base is located in Perkasie, Bucks County. Clients include municipalities in Bucks, Montgomery, Lehigh, Northampton Counties. He also has two sales representatives in the Pittsburgh area. He explained that his newsletter does not expend a printing cost to the Township. This is possible through the sale of advertisements to area businesses which covers the printing cost and their ads then appear in the newsletter. His sales reps take care of obtaining the ads. The only associated cost to the Township would be for the postage and mailing of the newsletters to the residents.

Manager Wilson informed him of the Township's current procedure with the newsletter.

Mr. Cook stated that his company would layout the newsletter and provide a comprehensive proof to review and approve before the newsletter is then printed. The publication is set up in multiple pages of four. He likes to keep a ratio of 60% content to 40% advertisements. He estimated that the average business card ad would cost approximately \$200. Discounts are given to businesses that sign up for more than one issue. He will start soliciting ads from a list of merchants, vendors, and business associates provided by Dover Township.

Manager Wilson inquired about their assistance to work with several businesses who lost money through the Community Map ordeal.

Mr. Cook commented that he would be willing to permit those affected businesses to advertise in the newsletter as an offer of amends for the unfortunate situation. There is no set contract that needs to be signed by the Township. Phone calls for the ads are made from the Dover Township Office. Potential advertisers can also stop by the Township Office or the sales representative can visit the business as an accommodation to the business owners. He noted that the earliest the first Dover Township newsletter could be published would be around the middle of January, 2012.

The Board was receptive to placing a calendar of Community events within the newsletter as a keepsake/reminder of upcoming activities.

Work Session Minutes of 11/14/2011 - Page 2.

Manager Wilson suggested having a block section in the newsletter listing all of the youth activities/registrations, such as scouts and youth sports organizations, etc.

Mr. Cook advised that articles for each newsletter edition must be submitted a minimum of one month in advance.

The Board expressed concerns regarding mailing preferences and acquiring a sufficient amount of sponsors.

Mr. Cook noted that his printer does charge a fee per thousand for labels plus a setup cost. He also added that in the first addition, the Supervisors would be pleasantly surprised with the size and amount of ads that will be sold. The sales rep's name and contact information will appear on the back cover to promote additional advertising in future editions of the newsletter.

Board Consensus was to authorize Hometown Press to print the Dover Township Newsletter beginning in January, 2012.

Mr. Cook thanked the Board and looks forward to working with Dover Township.

Chair Shermeyer concluded the work session at 6:35 PM.

Respectfully submitted by:

Dawn D. Slegel, Secretary