

Brenda Baker
8512 Ashton Ct.
Superior Township, MI 48198-3614

January 17, 2023

Superior Township Board of Trustees
Superior Township Hall
3040 N. Prospect Rd.
Superior Charter Township, MI 48198

Subject: Committee to Promote Superior Township

Dear Members of the Board:

This is my “annual” update to you regarding the activities of the Committee to Promote Superior Township (C2PST) during the past year-and-a-half.

I am pleased to report that the Committee has grown in terms of participation and outputs, largely due to embracing and applying technology to reach a wider audience. This was made possible by an infusion of new participants in tandem with Township government itself expanding use of the Internet and its available tools.

Committee volunteer Margery Dosey donated technical and creative services through her company to set up and oversee a Facebook page for the Township, aided by input from other volunteers as well as Township staff. The design aspect of these services included development of a Brand Kit to standardize colors and graphics the Township should use consistently.

The C2PST had been working sporadically on developing an improved Township “Welcome Packet” for new residents, but it had languished as we got stuck on trying to find a list of businesses in the Township. Volunteer Carole Hann solved this riddle, and proceeded to work diligently with Committee participants and Township staff to compile an updated **electronic** Welcome Packet. Making the packet electronic enables it to connect with the Township website and meet modern (mostly younger) residents where they are. Details are automatically updated, so the packet is never out-of-date.

Many of our ongoing activities have continued or resumed since the height of the pandemic. We contribute an article to every edition of *Superior Scenes*. We update, maintain, and add to the collection of Superior Places writeups, which are available electronically and/or hard copy at Township Hall, on the Township website, on the Township Facebook page, at the newly constructed Superior Township branch of the Ypsilanti District Library, and as handouts. And once again, we assisted the Parks Department with the tree lighting event in December.

Early in 2022, we had been planning to participate in Superior Day, which we consider to be one of our most effective outreach activities. We eventually learned that there would be no Superior

Day in 2022. From the standpoint of the Committee's mission (*To foster pride, unity, and a sense of place among Superior Township residents*), this was a missed opportunity. We strongly encourage the Township to reinstate this event. We are willing to assist to the extent our modest number of active volunteers is able.

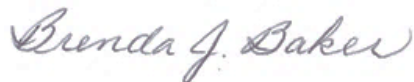
Looking ahead, we expect to continue all of the "ongoing" activities described above. We are looking forward to increased cooperative efforts with the library; and we hope to engage in a more active way with the Dixboro Farmers' Market and Village Green.

We want to continue to promote Superior Township as a **community** through the 'Where do you live?' campaign. Sadly, that by itself won't be enough. If anyone on the Board or anyone who reads this has an idea for building the sense of a cohesive community, please share!

The Committee to Promote Superior Township has been reinvigorated since the June 2021 Update. New volunteers and increased engagement with Township staff have been the main drivers of this productivity.

Thank you for your unwavering support of our mission.

Respectfully,



Brenda J. Baker
Chair
Committee to Promote Superior Township

Cc: Carla Bisaro
Nancy Caviston
Margery Dosey
Jane Frye
Carole Hann
Rose Lang
Towana Parker
Ken Schmidt

Tarita Fonville
Rhonda McGill
Brenda McKinney
Sarah Moon
Satish Ramade
Brice Ridley
Steve Sherman
Teresa Welsh
Karl Williams
Nancy Yapp

Laura Bennett
Lynette Findley
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Michelle McIntyre
Carol Poling
Alex Williams