

**MERIDIAN TOWNSHIP
COMMUNITY RESOURCES COMMISSION
JANUARY 10, 2024
ADMIN CONFERENCE ROOM**

PRESENT: Chair Styka, Vice-Chair Robinson, Commissioner Langhals, Commissioner Webster, Commissioner Maingu

ABSENT: Commissioner Turimella, Trustee Wilson

STAFF: Human Services Specialist Love

BOARD LIASON:

PUBLIC:

1. CALL MEETING TO ORDER

A: Chair Styka called the meeting to order at 6:01 P.M.

2. CONSENT AGENDA

A: Remove Board Liaison report.

B: Add Operation Gratitude to Old Business C.

Accepted with Corrections.

3. APPROVAL OF MINUTES

Correct the name of the Rotary Club. Under Old Business change *the Okemos/Haslett Rotary* to *the Haslett-Okemos Rotary Club*.

Commissioner Robinson moves to approve the December 13th, 2023, minutes with the above changes. Seconded by Commissioner Langhals. Motion Carried 5-0.

4. OLD BUSINESS

A: Fundraisers

Baby Bottle Fundraiser

- Baby Bottles are on the way. We should have them on 1/12/24. Stickers for the outside of the bottles will arrive 1/17/24.
- The fundraiser will run February 1st- March 1st.
- Court One, Tom's Food Center and the Municipal Building will be locations where people can pick up the bottles. We will also ask local churches if they would distribute some.
- All bottles will be returned to the Municipal Building.
- The Communication Department is helping create marketing for this event.

March Madness Fundraiser

- In March we will hold this Township employee focused fundraiser.
- A bracket is created on CBS sports and employees can join by donating to Meridian Cares.
- The winner receives a trophy and bragging rights.
- The idea was proposed to investigate possible incentives for the winner like a few comp hours or something similar to increase participation.

B: End of Year Letters

- Specialist Love wrote a letter to donors. The communications department is helping shape and condense the letter.
- It was decided that we will not be putting a letter in the February assessing mailing. After further conversation with the Assessing Department, it didn't seem like a good fit.
- We will send the donor letter out to the past year and possibly previous years donors through the mail.

C: Operation Gratitude

- Commissioner Webster has received the Operation Gratitude bags!
- Commissioner Webster will be coordinating distribution with Cherie at the Meridian Senior Center. Distributed to veterans who use the center.
- Bags include card games, snacks, candy, hand sanitizer, scarf, decals, bracelets etc.

5. NEW BUSINESS

A: Marketing Meeting Notes and 2024 Plan

- Specialist Love met January 10th with Rachael and Samantha from the Communications Department and Abby Tithof from Human Resources to discuss future Meridian Cares marketing.
- The meeting took the CRC's recommendation of marketing ideas to make a 2024 plan.
- The Meridian Cares website will be updated to make more sense for users. This will include expanding *keywords* and better more effective menu bars.
- The Meridian Cares Facebook page will be activated and Specialist Love will be trained in best practices, branding etc.
 - o The Facebook page will be a landing point to get the word out about local resources and events as well as directing people how to donate, get assistance, telling stories of help and hope etc.
- The Communication Department will let Specialist Love know when space is available in the Meridian Happenings newsletter. A specific Meridian Cares newsletter will be put on the back burner for now until we get the website and Facebook up and running.
- Commissioner Robinson suggested we look into HOMTV as a resource.

- B: Voting on Chairperson for 2024.

Commissioner Robinson makes a motion to open the floor to nominate a chairperson for 2024. Seconded by Commissioner Webster. Motion Carries 5-0.

Commissioner Robinson moves to appointment Commissioner Geogia Styka as Chairperson of the Community Resource Commission for 2024. Seconded by Commissioner Langhals.

Voice Vote **YEAS:** Commissioner Robinson, Langhals, Maingu, Webster, Styka.

NAYS: None

Motion carried: 5-0

Commissioner Styka accepted the nomination.

6. HUMAN SERVICES REPORT

A: Emergency Funds used in December 2023 were \$3,117.00

B: Total Emergency Funds used in 2023 was \$41,796.56.

C: Thank you go Commissioner Styka for spearheading a donation from the Meridian Garden Club for \$1065.00

D: We will stick with the \$40,000 budget but can amend that budget this year if our fundraising is high and our needs continue to grow.

E: PayPal balance is \$2,422.03

F: Finance Director Ianni has Specialist Love look at the budget each Quarter. We can request to amend the budget if needed and that will be taken to the Township Board.

G: Meridian Cares is very unique. It is very rare for local governments to have a donation-based fund to assist residents in emergency need. Other governments are taking notice and wanting to talk about our program and how they can do something similar.

H: Discussion about how we might be able to assist Santa's First Responders event next December.

7. BOARD LIASON REPORT- Board Liaison Wilson is not in attendance to give report.

8. OPEN FORUM:

A: Discussion about the possibility of fundraising opportunity with Nothing Bundt Cakes. Commissioner Langhals will follow up with them.

9. ADJOURNEMENT

Commissioner Robinson adjourned the meeting at 6:58 P.M. with no opposition.