



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
REGULAR MEETING
March 23, 2022 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. December 8, 2021 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
 - A. 2022 1st Quarter Report
 - B. Community Engagement & Communications Survey Results
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair's Report
 - B. Township Board Liaison's Report
 - C. Commissioner Reports
8. ACTION ITEMS
 - A. 2022 Communications Commission Goals
9. DISCUSSION ITEMS
 - A. Appointment of Alternate Communications Commissioner
10. COMMUNICATIONS
 - A. Compliments/Complaints
 - B. Correspondences
11. REPORTS
 - A. Video Service Provider(s)
 - B. Programming
 - i. Program Totals and Video On-Demand Analytics
 - C. Website & Social Media
 - i. Website Analytics
 - ii. Social Media Analytics
 - D. Promotions/Publications
 - E. Finance
 - F. HOMTV Internship/Alumni
12. PUBLIC REMARKS
13. ADJOURNMENT

All comments limited to 3 minutes, unless prior approval for additional time for good cause is obtained from the Commission Chair.

Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Communications Department; Communications Manager, Brandie Yates, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4208 - Ten Day Notice is Required.
Meeting Location: 5151 Marsh Road, Okemos, MI 48864 Administrative Conference Room



CHARTER TOWNSHIP OF MERIDIAN
Communications Commission Regular Meeting **DRAFT** minutes
Virtual via Zoom Conferencing
Wednesday, December 8, 2021 | 6:00 pm

PRESENT: Chair, Tunga Kiyak; Commissioner, Leslie Charles; Commissioner, Mike Nevells;
Commissioner, Brian Seipel
ABSENT: Vice Chair, Walter Benenson; Alternate Commissioner, Riti Adhi
STAFF: Brandie Yates, Communications Manager
TOWNSHIP: Township Clerk, Deborah Guthrie
COUNSEL: None
COMCAST/AT&T: Ben Miller and Yvette Collins

1. **CALL MEETING TO ORDER**

Chair Kiyak called the meeting to order at **6:01 pm**.

4. **APPROVAL OF AGENDA**

Commissioner Charles moved **TO APPROVE THE AGENDA AS SUBMITTED**. Seconded by Commissioner Seipel.

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Commissioner Seipel moved **TO APPROVE THE MINUTES FOR WEDNESDAY, OCTOBER 6, 2021 REGULAR MEETING**. Seconded by Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Manager Yates reviewed the 2021 Communications Goals and the upcoming 2022 Communications Goals.

In 2021, the new Township website launched with added features and improved navigation, the CAMTV encoder was replaced, HOMTV server room has been reconfigured, and old tapes and DVDs are being archived. HOMTV was recognized for two national awards and one regional award.

In 2022, the Town Hall Room will be getting an A/V upgrade, new features will continue to be added to the website, intranet development, continue HOMTV server room reconfiguring, and assist with broadband. Staff will also work with Okemos and Haslett School Districts on signal quality and equipment needs.

Video Franchise Survey results were shared. They are similar to past results.

7. **COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Communications Chair:

Chair Kiyak reported he is attending two webinars tomorrow.

Township Board Liaison:

Clerk Guthrie reported on employee recruitment and retention strategies the Board has increased for 2022. The Board approved a new Mixed Use Planned Unit Development (MUPUD) Ordinance. The Township welcomed a new ice rink and a new art sculpture at the Farmers' Market. The Board is meeting this Saturday to review the 2021 Township Goals and to begin discussions of 2022 Township Goals.

Commissioners Report:

None.

8. ACTION ITEMS

A. 2022 Communications Commission Meeting Schedule

Discussion regarding moving the meetings to quarterly versus meeting every other month.

Chair Kiyak moved **TO APPROVE THE 2022 COMMUNICATIONS COMMISSION QUARTERLY MEETING SCHEDULE**. Seconded by Commissioner Seipel.

VOICE VOTE: Motion carried unanimously.

B. Appointment/Reappointment of Communications Commissioners

Manager Yates stated that the terms for the following Commissioners expire on December 31, 2021: Brian Seipel, Mike Nevells, and Riti Adhi. Currently, the Commission has two alternate vacancies. The Commission discussed the current public service applications on file. They were in agreement regarding recommending Lisa Whiting Dobson for appointment. Manager Yates will be contacting Ms. Dobson regarding her interest in serving as a full commissioner or an alternate.

Commissioner Charles moved **TO RECOMMEND THE APPOINTMENT OF LISA WHITING DOBSON WITH A TERM ENDING ON DECEMBER 31, 2024**. Seconded by Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

Commissioner Charles moved **TO RECOMMEND THE REAPPOINTMENT OF COMMISSIONER BRIAN SEIPEL WITH A NEW TERM EXPIRING ON DECEMBER 31, 2024**. Seconded by Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

Commissioner Charles moved **TO RECOMMEND THE REAPPOINTMENT OF COMMISSIONER NEVELLS WITH A NEW TERM EXPIRING ON DECEMBER 31, 2024**. Seconded by Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

C. CAMTV Operating Policies Revisions

Chair Kiyak moved **TO APPROVE THE PROPOSED REVISIONS TO THE CAMTV OPERATING POLICIES AS RECOMMENDED IN ATTACHMENT A.** Seconded by Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

9. DISCUSSION ITEMS

None.

10. COMMUNICATIONS

A. Compliments/Complaints

B. Correspondences

11. REPORTS

A. Video Service Provider(s)

Yvette Collins from AT&T announced her upcoming retirement. She will connect Manager Yates with a new contact with Michigan. Ben Miller from Comcast stated recently there was a speed increase without additional charges.

B. Programming

Program totals and video on-demand analytics were shared in the packet. Plans to survey the community on what they would like to see and hear from the Township.

C. Website & Social Media

Manager Yates will be updating the Google analytics based on the transition to the new website.

D. Promotions/Publications

Manager Yates stated that the Meridian Happenings Newsletter layout has been updated. Also, working on the Prime Meridian Magazine to hit mailboxes this winter.

E. Finance

None.

F. HOMTV Internship/Alumni

Hiring new interns for the second week of January. There is interest in maintaining the program and examining payment for the interns.

12. PUBLIC REMARKS

None.

13. ADJOURNMENT

Chair Kiyak moved **TO ADJOURN THE MEETING**. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously

Chair Kiyak adjourned the meeting at 7:02 pm.



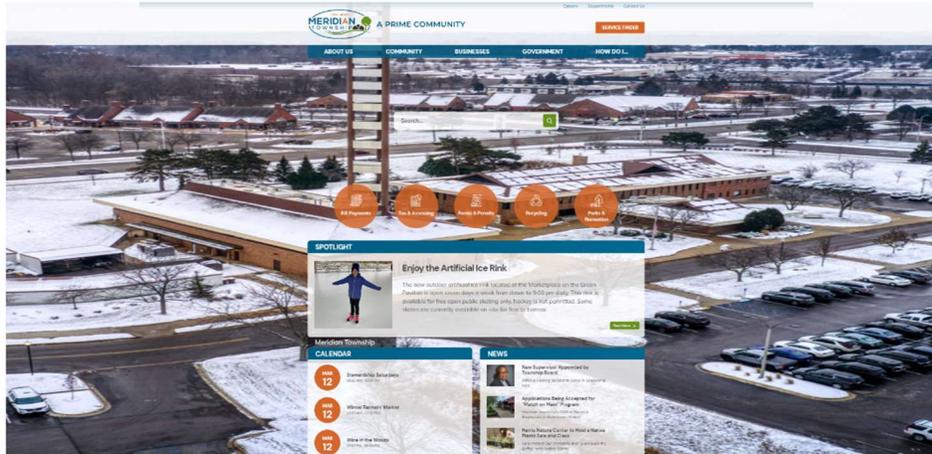
Communications
Commission

Communications Manager Report



Communications Department 1st Quarter Report January-March 2022

Meridian Township Website



The Communications Department kicked off a series of virtual refresher training sessions for the new Meridian Township website which launched in November 2021. The first training was held on February 24 to provide guidance to Township employees who frequently update/manage aspects of the Township website. The first session covered specific details on uniformity, branding and consistency of website content. Ways to improve the website SEO (search engine optimization) and accessibility was also discussed including labeling and Meta tagging. The next training will be held in the summer months.

Staff has been putting together a campaign to highlight the new features of the Township website to encourage additional use of online services. Strengthening internal and external awareness of how to find and use the information on the website is key to continue success of the newly designed Township website as an effective communications and marketing tool.

Below is a list of the most recent webpages that has received significant design and content revisions on the Township website. Staff encourages everyone to share the friendly redirect URLs with community members to help them quickly find information on the website:

- Calendar - www.meridian.mi.us/Calendar
- Meetings - www.meridian.mi.us/Meetings
- Goals - www.meridian.mi.us/TownshipGoals
- News - www.meridian.mi.us/News
- Development Projects - www.meridian.mi.us/DevelopmentProjects
- Construction Projects - www.meridian.mi.us/TownshipProjects
- Recreation & Sports - www.meridian.mi.us/Recreation
- Election Information - www.meridian.mi.us/Elections



**Communications Department
1st Quarter Report
January-March 2022**

Broadband

Communications Manager Brandie Yates attended the first Ingham County Broadband Task Force Meeting on February 23 with Supervisor Patricia Herring Jackson (appointed member of the Task Force) and Communications Commission Chair Tunga Kiyak. At the meeting, the Task Force discussed the county-wide survey to be released this spring in order to gather data to identify broadband needs. Contact information for Meridian Township community leaders were added to the Community Partners List to prepare for the survey's release. Once the survey is available, the Communications Department will share the information across the Township's platforms to encourage residents to participate.

Town Hall Room A/V Upgrades Project

On February 24, a kick off meeting was held for the project to enhance the Town Hall Room audio and visual equipment. Smart Homes/Smart Offices of Mason was awarded the project. Engineers and staff discussed the project logistics and timeline. The final purchase order will be signed by mid-March and equipment orders will be placed. Due to supply chain issues, equipment is anticipated to arrive mid to late summer. The electrical work and equipment installation is anticipated to take place late summer/early fall.

Marketing and Communications

This year's issue of the Prime Meridian Magazine has been delayed until later this spring due to a limited quantity of paper available. As with other products, printing companies are seeing a shortage in paper type and quantity supply. Staff has received bids to print and have chosen the printing company, but are waiting for the paper to become available for the magazine to be printed.

During first quarter, the Communications Team met with staff from each Department to determine marketing needs and gather content to communicate to the public throughout 2022. Quarterly meetings will take place to strengthen collaboration and strategize messaging and marketing priorities throughout the year.





**Communications Department
1st Quarter Report
January-March 2022**

On January 28, Global Community Engagement Day, staff launched a Community Engagement & Communications Survey to further assist with the Department's Communications Strategy. The community was asked questions like how they receive Township information, which social platform they use the most, the frequency of receiving information, etc. The survey received 241 responses in a two-week timeframe. Results are currently being tabulated and will be shared after the Communications Commission meeting in March.



Harris Nature Center (HNC) is celebrating 25 years this year. The Communications Team created a 25th Anniversary logo, using the new logo as a base. Throughout the year, the Communications Team will share historical information about the HNC on social, in digital newsletters, at HNC camps and more. HNC staff, Parks & Recreation Director, LuAnn Maisner and the Foundation Chair were recognized at the Greater Lansing Convention & Visitors Bureau (GLCVB) annual meeting. The Communications Team is invited every year to attend this meeting due to the Township's membership and staff's Certified Tourism Ambassador (CTA) certifications. Communications Manager Brandie Yates has seven years as a CTA and this year Marketing & Public Relations Specialist Andrea Smiley received her 5-year pin.





Communications Department 1st Quarter Report January-March 2022

On February 2, World Wetlands Day, the Communications Team launched a Wetlands campaign (#BuildBacktheBuffer) to assist the Environmental Commission, Green Meridian Team and Parks & Recreation Department with building awareness of our land preserves and wetlands in the Township. This is a year-long campaign that will include information about native plants that help create a buffer around the wetlands. Information will be share via the Township's social platforms, digital newsletters, plant sales and more. A dedicated webpage has also been created – www.meridian.mi.us/Wetlands.



The Communications Team along with the Economic Development Department created monthly campaigns to highlight Black History Month and Women's History Month. For Women's History Month, local woman owned businesses are being honored with a certificate and photo shared on social.

In January, the Green Gazette launched with a new design. The Communications Team worked with Constant Contact designers to create a new design for this digital newsletter. It now is branded for the Township, but with a distinct identity. A new Green Meridian logo will be designed to add to marketing materials this year.

The Township's Instagram feed now has a new look. The Communications Team worked with our social scheduling provider, Social News Desk, to create a new look for links. The Twitter carousel is also a new feature from the Department's social scheduling provider that will allow multiple stories, photos and links in one post. This will increase engagement with the Township's Twitter account.

Communications Manager, Brandie Yates and Marketing & Public Relations Specialist, Andrea Smiley completed a week-long online course and are now Certified Digital Marketers.

HOMTV Operations & Equipment

One of staff's ongoing projects from 2021 into 2022, is the HOMTV Server Room Reconfiguration. Multimedia Production & Operations Specialist Diehl and local broadcast engineer met over seven



Communications Department 1st Quarter Report January-March 2022

times in 2021 to trace and properly label the varying cables in the HOMTV Server Room. This work will continue into 2022. On March 10, cable tracing will take place in the HOMTV Control Room into the Town Hall Room in preparation for the Town Hall Room A/V Upgrades Project to take place in 2022.

HOMTV's internet bandwidth is insufficient for the streaming capabilities needed to produce live productions. In order to address that issue, staff will be upgrading the internet plan with Comcast. A new issue with the Leightronix equipment has also come up recently. The UltraNEXUS-HD that allows for playback on the HOMTV channel has been experiencing issues displaying certain video files. Trouble-shooting will be the next step and if that doesn't resolve the issues, a new UltraNEXUS may need to be an emergency purchase. The current UltraNEXUS is no longer under warranty and can no longer be serviced by Leightronix.



At the March 2 Environmental Commission meeting, a new setup was implemented to accommodate more members than the dais could seat. Rectangular folding tables were setup in the middle of the room with a microphone at each. This also allows for better social distancing during the midst of the COVID-19 pandemic. There are still technical issues that need to be worked out before this option becomes available to other Boards and Commissions for televised meetings on HOMTV.

HOMTV Programming & Internship



In 2021, HOMTV was able to return to in-person productions, but still utilize virtual programs when needed. Some examples of these programs are Virtual View and HOM Entertainment.



**Communications Department
1st Quarter Report
January-March 2022**

2022 means the return of HOMTV's election coverage. Staff is working with the Clerk's Office to ensure "Your Choice 2022" election programming will help Meridian Township residents be aware of the upcoming 2022 election information, candidates and ballot proposals, as well as precinct and district changes in the Township. Primary election programs will begin in early summer.

In March and April, HOMTV will be producing new programs on topics not covered previously. A DEI forum with Haslett and Okemos schools will be filmed and available for playback to the community. Staff is also working on a Women's History Month feature with the Police and Fire to highlight the female staff from both departments. In April, a special feature will also be produced that highlights sensory-friendly activities available in both Meridian Township and the Lansing area.

HOMTV is working with the Parks & Recreation Department to produce a promo in regards to the Township's Wetland Campaign. Another promotional video is being produced for the Solarize Meridian group. HOMTV created a video for the Harris Nature Center that will be used for the MSU Science Festival. Later in March, HOMTV will film a HNC gardening and native plants class for playback. The class is being recorded on 3/22 and will exclusively air on HOMTV 4/5/22-4/19/22.

Awards season has begun and HOMTV will be submitting work to various awards competitions including the Hometown Media Awards for the national organization, Alliance for Community Media (ACM) and the Government Programming Awards for the National Association of Telecommunications Officers & Advisors (NATOA).

The Spring 2022 semester of the HOMTV internship began on January 18 and will run through May 6. This semester only has 5 returning interns and no first-time interns. Interns continue to be a valuable asset to the community by providing local news and information through interviews, programs, news stories, online articles, promos, meeting crew and more. Recruitment efforts have ramped up to hire more interns for the Summer 2022 semester. Staff is working on revising the structure of the HOMTV Internship Program to attract more prospect interns to apply.



Meridian Township Communications Department 2022 Community Engagement & Communications Survey Comments

- Please keep up the good work. We love living here and are very grateful for all the effort that goes into making it such a nice community.
- It would be great to include a "Did You Know" box at the bottom of email communications, giving tips and tricks to residents. Things like: who to contact for a street light out? What to do if going on an extended vacation? Where to find meeting minutes from the Township Board. Who to contact if you have a question about X; next major public event coming up (i.e., food trucks or concerts), etc. etc.
- Please don't send emails more often than once weekly. There are many redundant topics, so you should carefully decide whether a weekly email is necessary or whether some information can wait. You didn't offer an option of emailing once every 2 weeks, but I truly believe that every 2 weeks would be sufficient and probably better than just once monthly. I already volunteer in the Township, and the organizers of volunteer groups already communicate separately with volunteers, so volunteers are not dependent on the general Township communications.
- Have other suppliers besides Comcast show public meetings.
- Frequency of emails is good, appropriate; would like more details in some articles included in the emails; please remember that there are many seniors who do not use social media - me included.
- I'm satisfied the way I'm receiving news etc. about the Township.
- Not sure how often Prime Meridian Magazine comes out. I think quarterly? I am not filling out below because I think I am already on your mailing/emailing lists.
- Need to send info about events before they happen, or more than 1 or 2 days notice. Often get emails for events that already took place. Need to communicate more publicly about Township meetings that ask for public input - without a real local newspaper anymore, no one sees public hearing notices and decisions are made because you think no one cares to show up, but in fact no one even knew. Notices are buried so far deep in website it's ridiculous, and otherwise only notifications go to people within 100ft of a project which is like 1 person. All public hearings of any kind should go out in an email to all residents the week before meeting so residents can send in comments or make plans to attend. Thank you.
- Clarity and grammar seem to be challenges in some communications. Buzzwords are used to hide lack of progress. Be honest about what happened at 4 corners, be honest about the involvement with developers pushing us to more apartments and fewer single family homes, while claiming to be family oriented.



Meridian Township Communications Department 2022 Community Engagement & Communications Survey Comments

- You don't make use of alt text for your images in social media or email newsletters - this is not equitable or inclusive of members of this Township. Much of the alt text on your website is not appropriate for the purpose. Your website uses link text that relies on context. Is a screen reader accessible and usable version of the Prime Meridian Magazine posted on the website at the same time the print version is available? And the slogan, A Prime Community, makes the Township sound like a retirement destination.
- I get most local information through e-mail attachments. Rarely on Facebook or other social media. I did ask for paved trails to be more accommodating to wheelchairs as there are some gaps or bumps that make pushing difficult. Perhaps more trails could be made for wheelchairs. Appreciate what has already been done.
- I love the farmer's market, playground, and new trails. I learned about them by driving past.
- I think the Township is pretty good at communicating. Maybe include planning and Township Board agendas and minutes with regular emails. And with that a weekly list of rezoning or special use permit requests.
- We are extremely concerned about the amount of development and the destruction of green space in Meridian Township. We firmly believe the "green plan" is show us the green and we will let you plan it. The monstrosity on the corner of Haslett and Marsh is blocking the view down Haslett and is a complete eyesore. Really we need a store selling alcohol, car repair/parts and chicken oh yes and then a gas station. Haslett would not have survived without it.
- Towne Courier does not come to our mail boxes any longer. Streaming TV does not get HOMTV. We do not use Tik Tok, etc...
- Police Department is the best but would like to see more info on traffic accidents, highest accident intersections. Also, neighborhoods with an uptick in crime.
- I would very much like to bring attention to the continued plight of feral cats in Meridian Township. Because I am very close to those who do rescue, I would love to see the Township more engaged in efforts to manage these populations by having a more direct/public relationship with Ingham County Animal Control and Capital Area Humane Society. Having a way for residents to get access to ICAC programs through the Meridian Township office would be huge. Having spay/neuter awareness activities and education available to residents on how to participate with available resources would be great. Right now is the time to be discussing this issue before we head into spring when litters will begin being born and the cycle of over population shifts into high gear once again. Creating partnerships with smaller rescues and creating a resource network is also on my wish list. If any Township in the area can set an example, Meridian can. This is a strong community with a desire to always improve!



**Meridian Township Communications Department
2022 Community Engagement &
Communications Survey Comments**

- Combine the emails. There are so many. Also, for various board meeting notifications please include the agenda.
- Excellent communication. Just wish more citizens would take advantage of the great work you do!
- Improve website. Hard to find things.
- The website has a lot of information, but it isn't always easy to find. It usually takes me longer than other similar websites to find what I'm looking for.
- An app would be nice.
- Keep up the good work!
- Please, more info about public transportation (and promotion) and shuttle options, including between cities (like Michigan Flyer or other bus services).
- We enjoy hearing what's going on in the Township. We read the emails and select the articles that interest us.
- Viewing the website via the mobile app used to be rather clunky/confusing the way the sections twisted/collapsed, but it looks like that has been fixed.
- I LOVE AND USE YOUR WEBSITE ALL THE TIME. THANK YOU!
- Appreciate the work that Meridian Township does. Proud to be a resident. Glad to pay my taxes to support it.
- I miss the magazine.
- I've been searching for a career change for many years. The only jobs you post are few and far between, and even then, they are mostly part time, seasonal, voluntary positions, or very specialized (EMT, Police).
- The magazine and meridian.mi.us comes after events already happened I'm limited with technology I only use web and Facebook.
- I would like to see more meetings recorded and televised and shared on social.
- I love the farmers market and the new facility. We are also happy with the dog parks!



Meridian Township Communications Department 2022 Community Engagement & Communications Survey Comments

- I know it's crazy busy for you and we are in the middle of a pandemic. I would like to receive more complete information about many projects, like the Okemos redevelopment and the Okemos bridge. Also, the meetings notices could come out a little earlier I have little to give us time to plan. I have asked for a comprehensive alternate route plan and timetable for the bridge a few weeks ago. That should've been out months ago for this major transportation artery. I know that you are working under extremely difficult conditions, and unsafe conditions. I appreciate what you do on our behalf and hope you can stay safe.
- Thank you for keeping us informed.
- You are doing a great job communicating.
- Most folks do not like how much natural land is being developed near neighborhoods. There is enough blight to rehab vs new build. I can't believe we need one more car dealership and honestly, there is a million urgent cares in Okemos. If Sparrow wanted to help people they would have put an ER in South or North Lansing, not Okemos. Very disappointed.
- Someone there does an excellent job on the email news. Keep it up.
- Lack of communication from Meridian Township employees. The general feeling I got was I don't want to be bothered. Those on the board to high and mighty to return your call. Poor planning for example Marathon gas station redevelopment. Buildings are so close to road that it is causing sight problems when you come up to Marsh/Haslett roads. I am afraid some kid walking or riding a bike well be injured. Buildings should have had greater setbacks. Now we are stuck with this. Traffic is high and it seems more accidents have happened at that intersection.
- Communications regarding the local street repaving project needs to be much more detailed and timely for residents living on affected streets.
- The music this past summer at the Farmers Market pavilion was a real plus to bring the community and visitors together.
- I'm busy, so do not wish to be inundated with lots of announcements. But weekly or every other week announcements about things going on in the Township are good--like Market hours/vendors, new businesses coming. Plans for path improvement. etc.
- I like the way and amount you communicate. I wouldn't change anything. I don't like the tax portion of your website. I tried to get the amount of my winter and summer taxes, and it was very difficult. I'm pretty competent computer user. I do a huge percentage of my business interactions online. The system the Township uses is not user friendly.



**Meridian Township Communications Department
2022 Community Engagement &
Communications Survey Comments**

- We appreciate your efforts in community building.
- I remain pleased with the level of communication we receive now. We get periodic emails, which is okay. However, I tend to not read all of those. For whatever reason, I prefer checking out Township posts on Facebook, and HOMTV posts on Facebook. Those are my two main go to avenues for keeping up with Township news. I almost always look at those in detail: read them, watch video clips, etc.
- I like the updates emails that I can click on links for more information about headline topics.
- I value the emailed newsletters and always read them. Thank you for sending them.

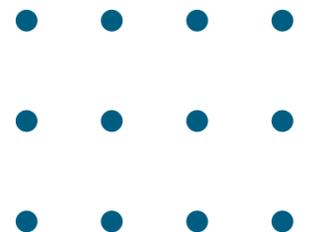
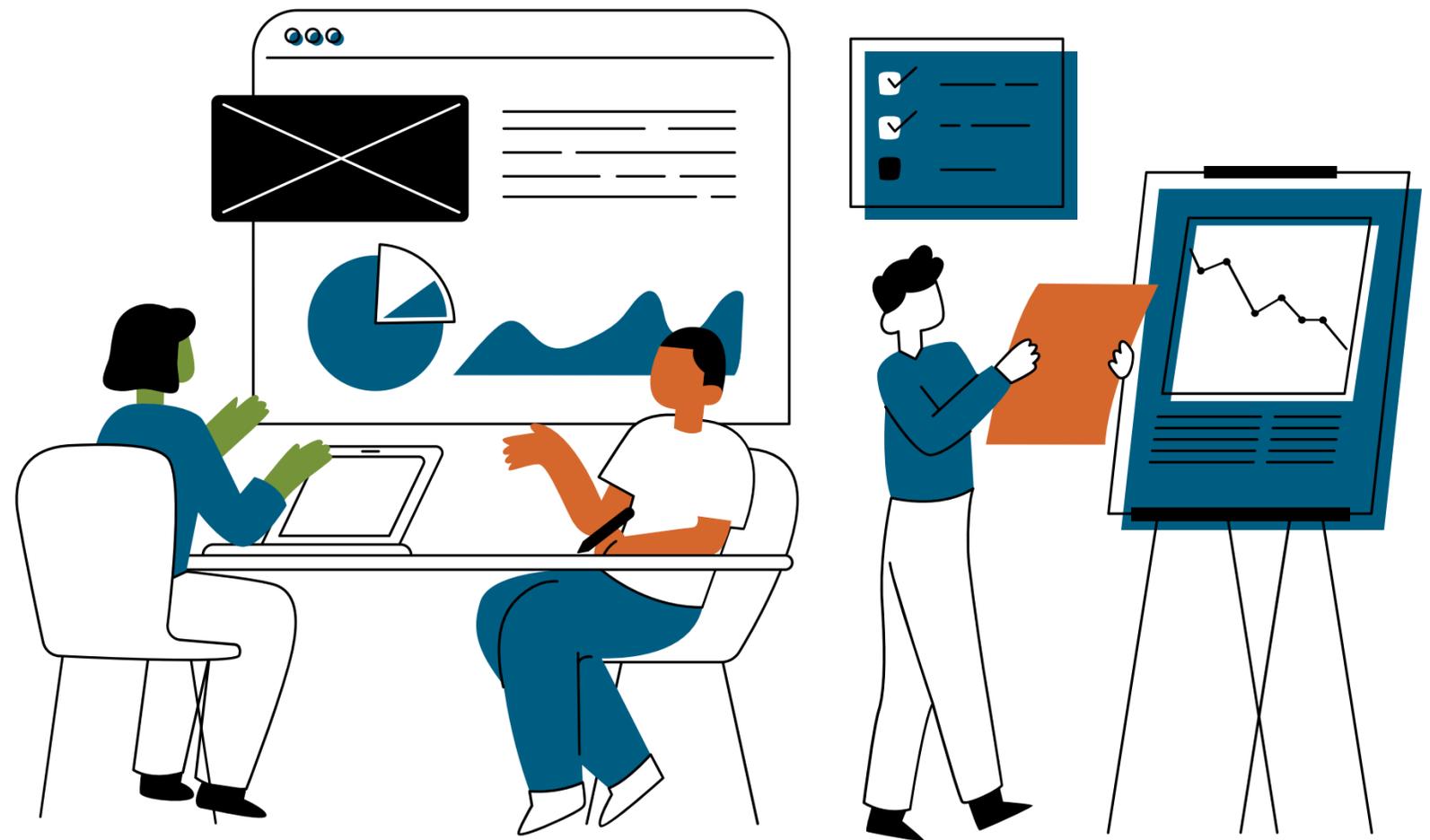
Communications Department

2022 Community Engagement & Communications Survey Results



Survey Snapshot

- Timeframe: January 25 - February 8
- 10 Questions
- 241 Responses
- Purpose: Identifying priorities and assessing the platforms most effective for community engagement & communications.

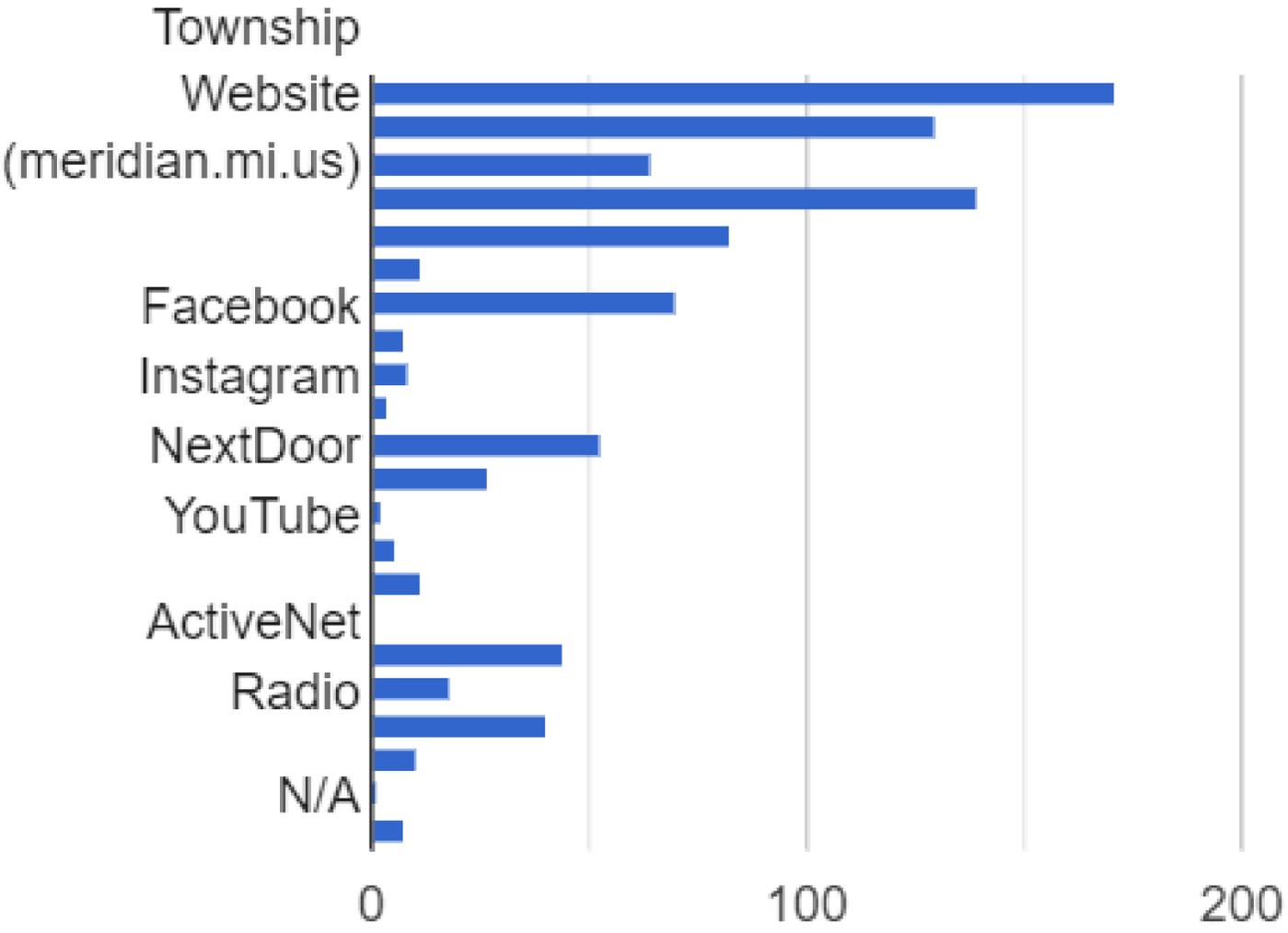




Question 1: Where do you look for Township information? (22 Choices)

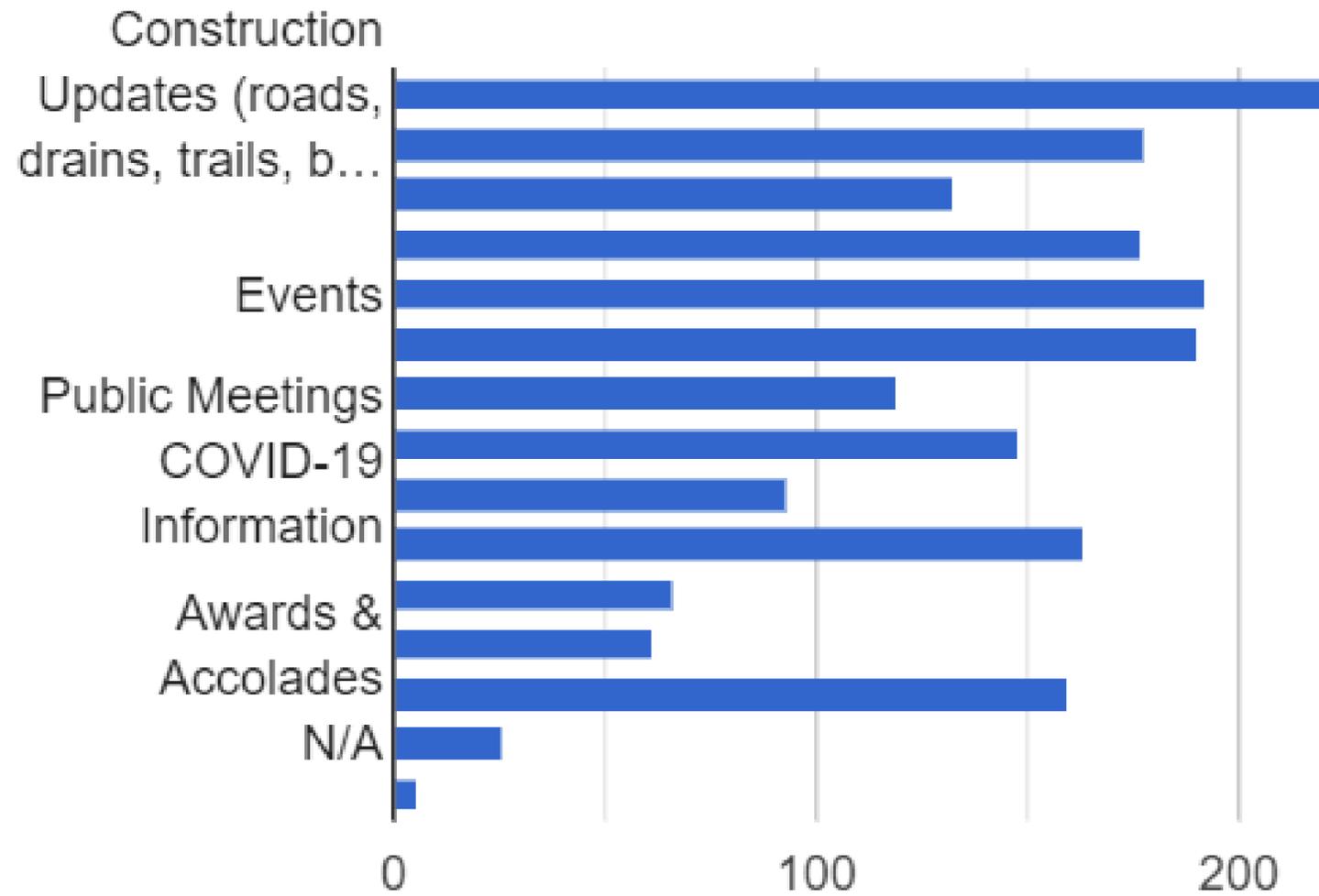
Top Responses:

- Township Website - 18.75% / 171
- Email Notifications from Web - 15.24% / 139
- Digital Newsletters - 14.25% / 130
- Mailings from Township - 9.10% / 83
- Facebook - 7.68% / 70
- Prime Meridian Magazine - 7.02% / 64



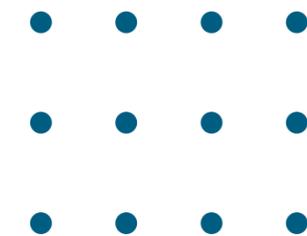


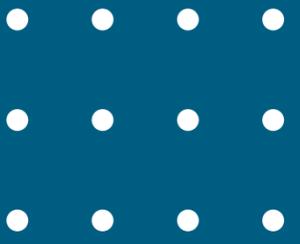
Question 2: What type(s) of information would you prefer to receive from the Township? (15 Choices)



Top Responses:

- Construction Updates - 11.42% / 221
- Events - 9.92% / 192
- Things to Do - 9.82% / 190
- Development/Business Updates - 9.20% / 178
- Township Projects/Goals - 9.15% / 177
- Safety Updates - 8.42% / 163
- News & Announcements - 8.27% / 160

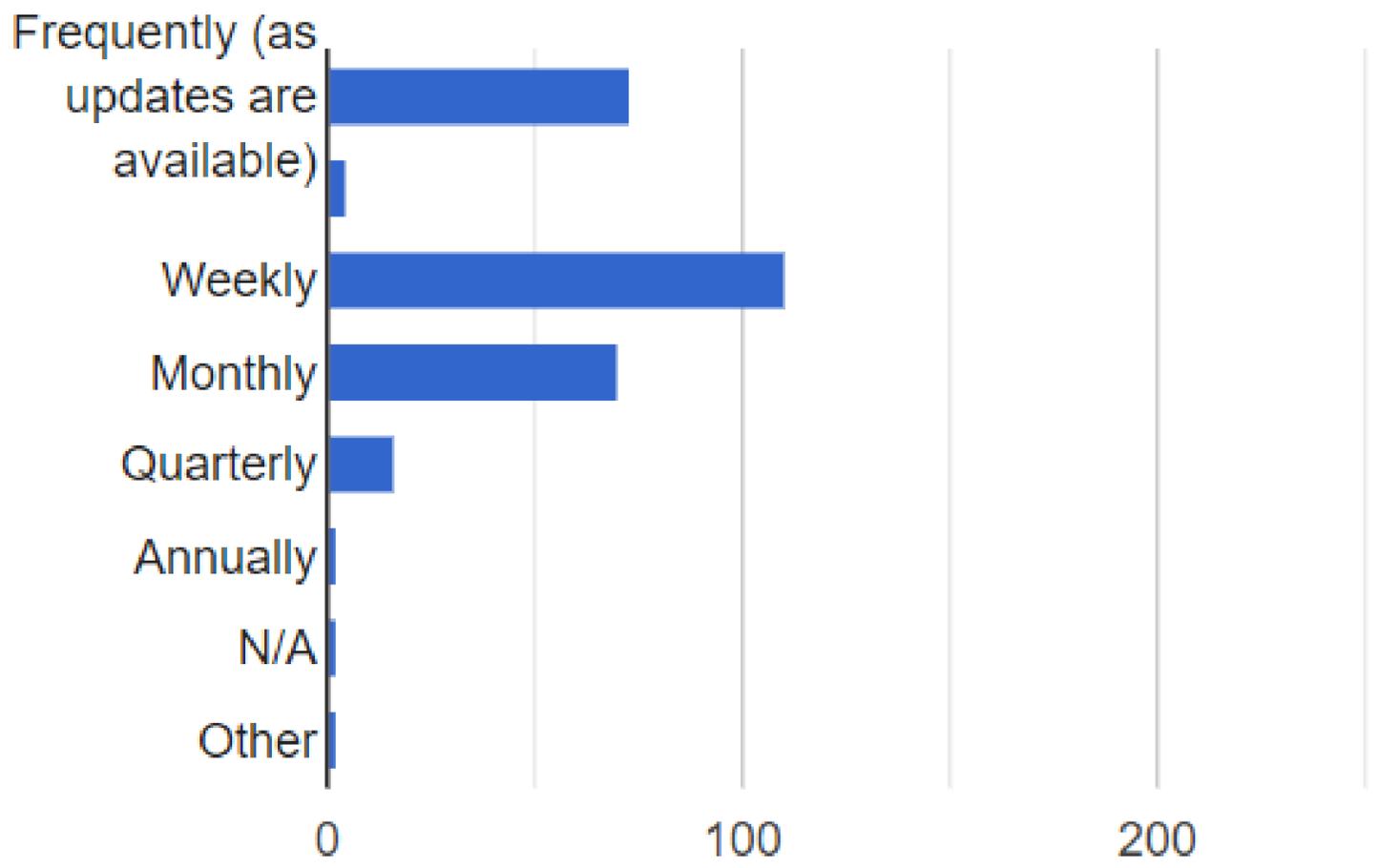
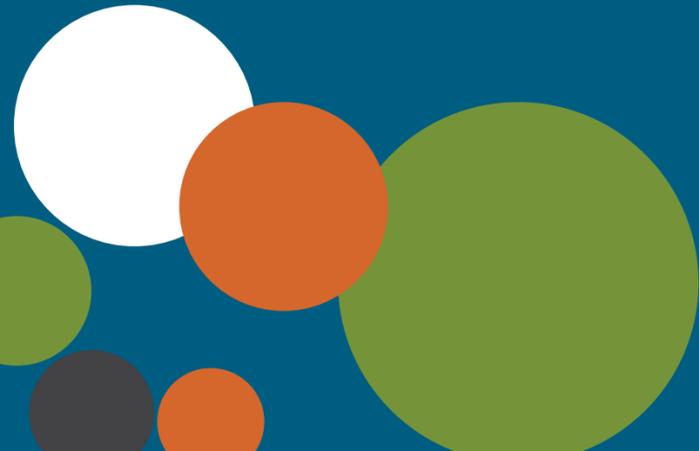


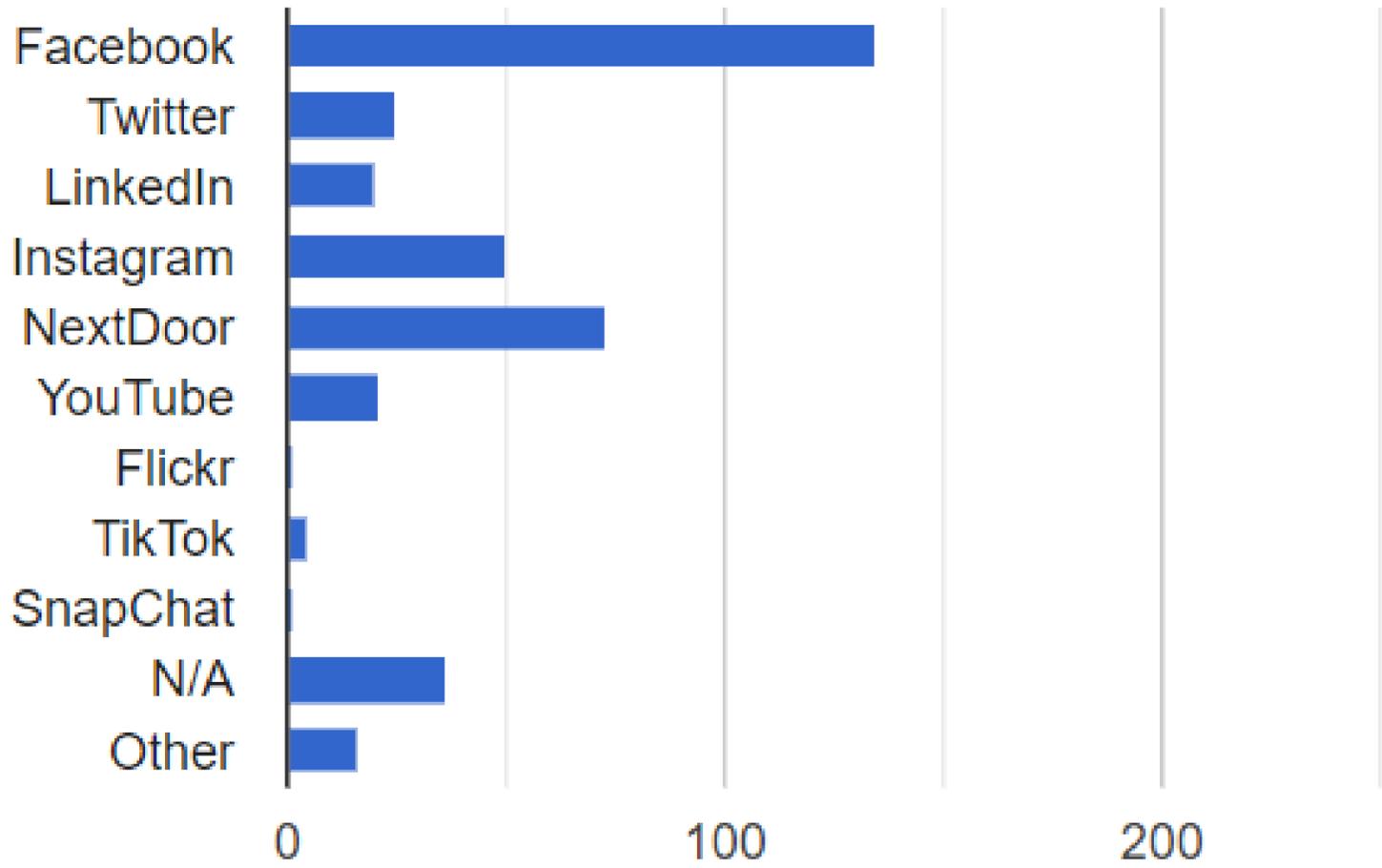


Question 3: How often do you wish to receive information from the Township? (8 Choices)

Top Responses:

- Weekly - 39.50% / 111
- Frequently - 25.98% / 73
- Monthly - 24.91% / 70
- Quarterly - 5.69% / 16
- Daily - 1.78% / 5

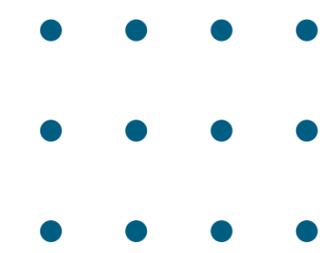




Question 4: What platform(s) are you most active on? (11 Choices)

Top Responses:

- Facebook - 35.06% / 135
- NextDoor - 18.96% / 73
- Instagram - 12.99% / 50
- N/A - 9.61% / 37
- Twitter - 6.49% / 25
- YouTube - 5.45% / 21
- LinkedIn - 5.19% / 20



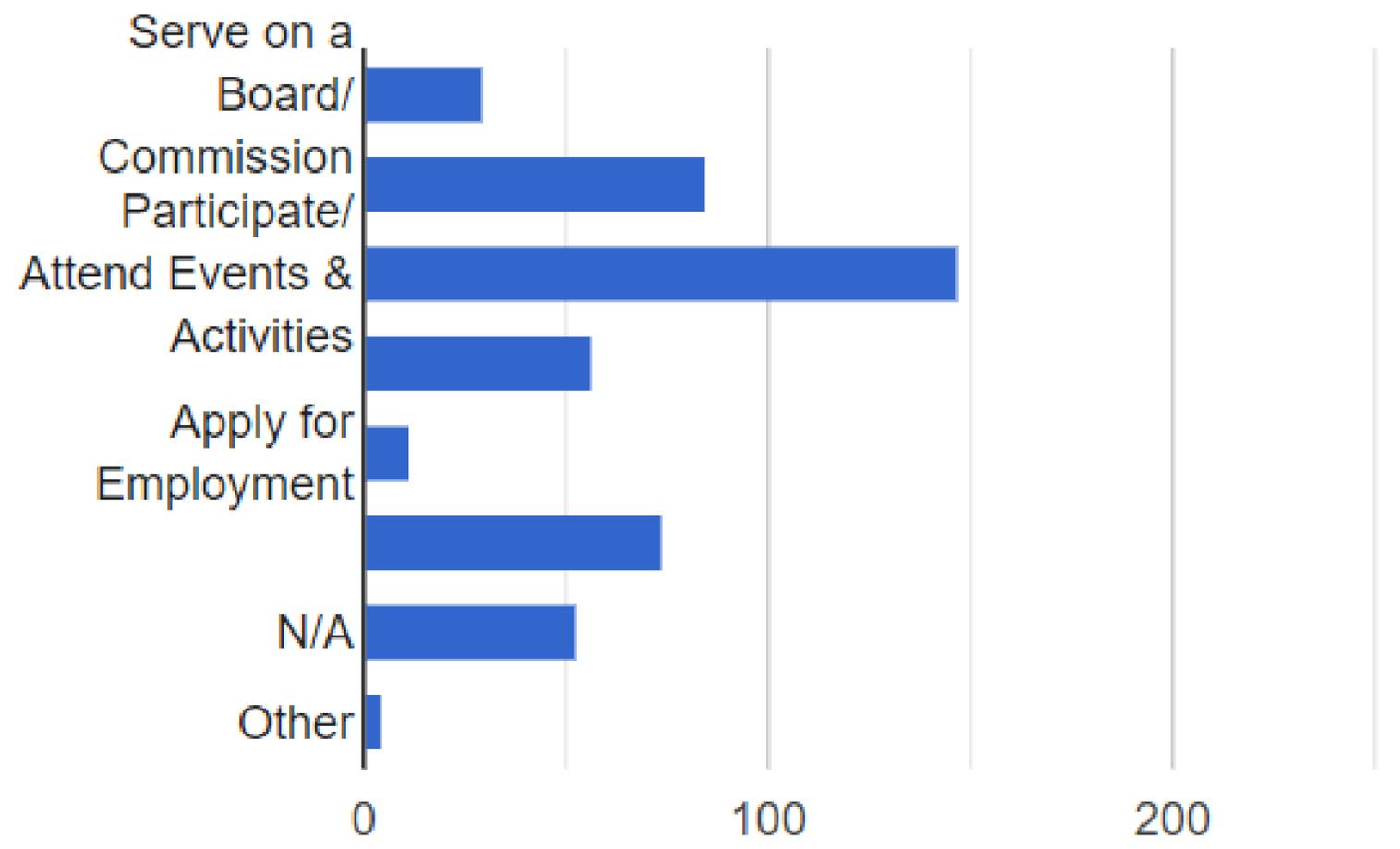


Question 5: How would you like to be involved with the Township?

(8 Choices)

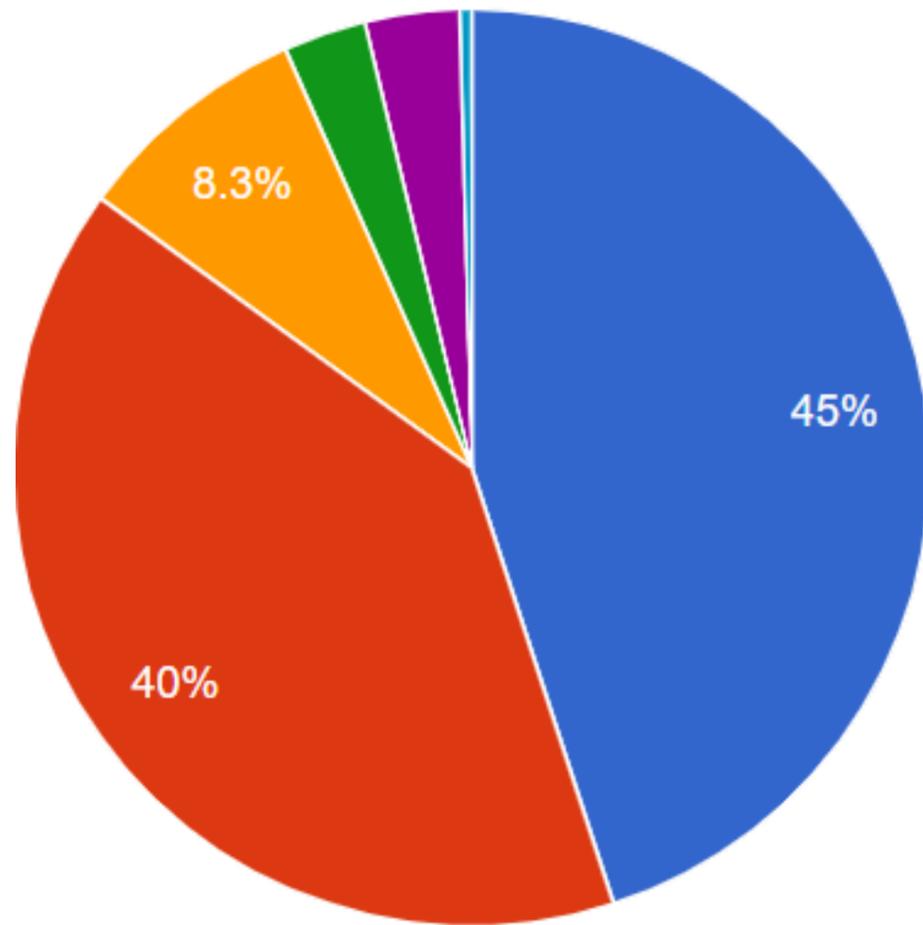
Top Responses:

- Participate/Attend Events - 31.75% / 147
- Volunteer - 18.36% / 85
- Provide Input/Feedback - 15.98% / 74
- Participate/Attend Meetings - 12.31% / 57
- N/A - 11.45% / 53
- Serve on a Board/Commission - 6.48% / 30





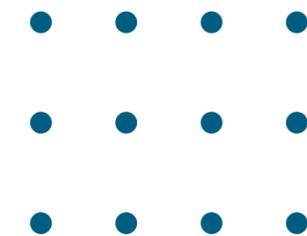
Question 6: How effective is the communication you receive from the Township? (6 Choices)



- Very Effective
- Somewhat Effective
- Needs Improvement
- Not Effective
- N/A
- Other

Top Responses:

- Very Effective - 45% / 108
- Somewhat Effective - 40% / 96
- Needs Improvement - 8.33% / 20
- N/A - 3.33% / 8
- Not Effective - 2.92% / 7

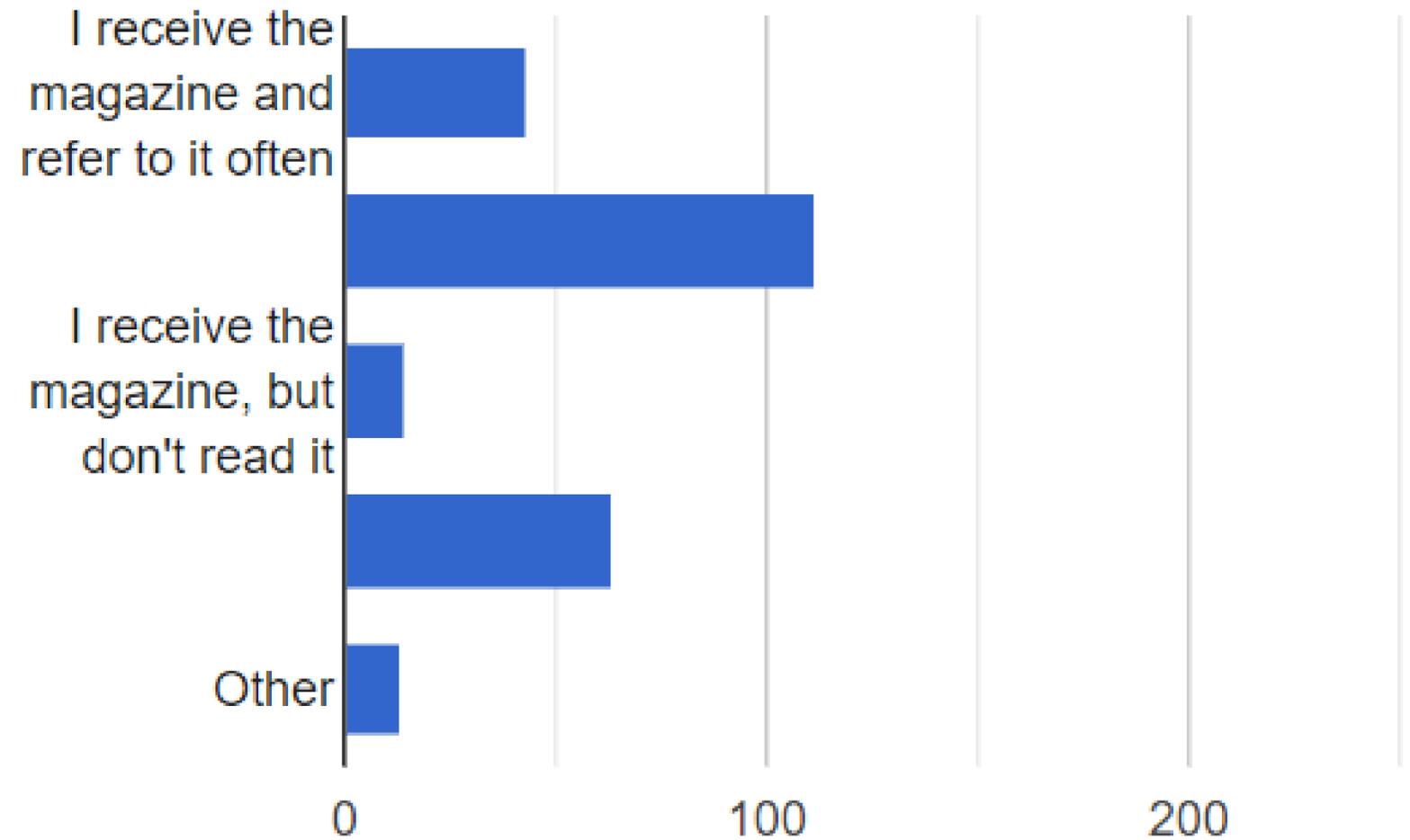




Question 7: Do you receive the Prime Meridian Magazine in the mail and how often do you utilize it? (5 Choices)

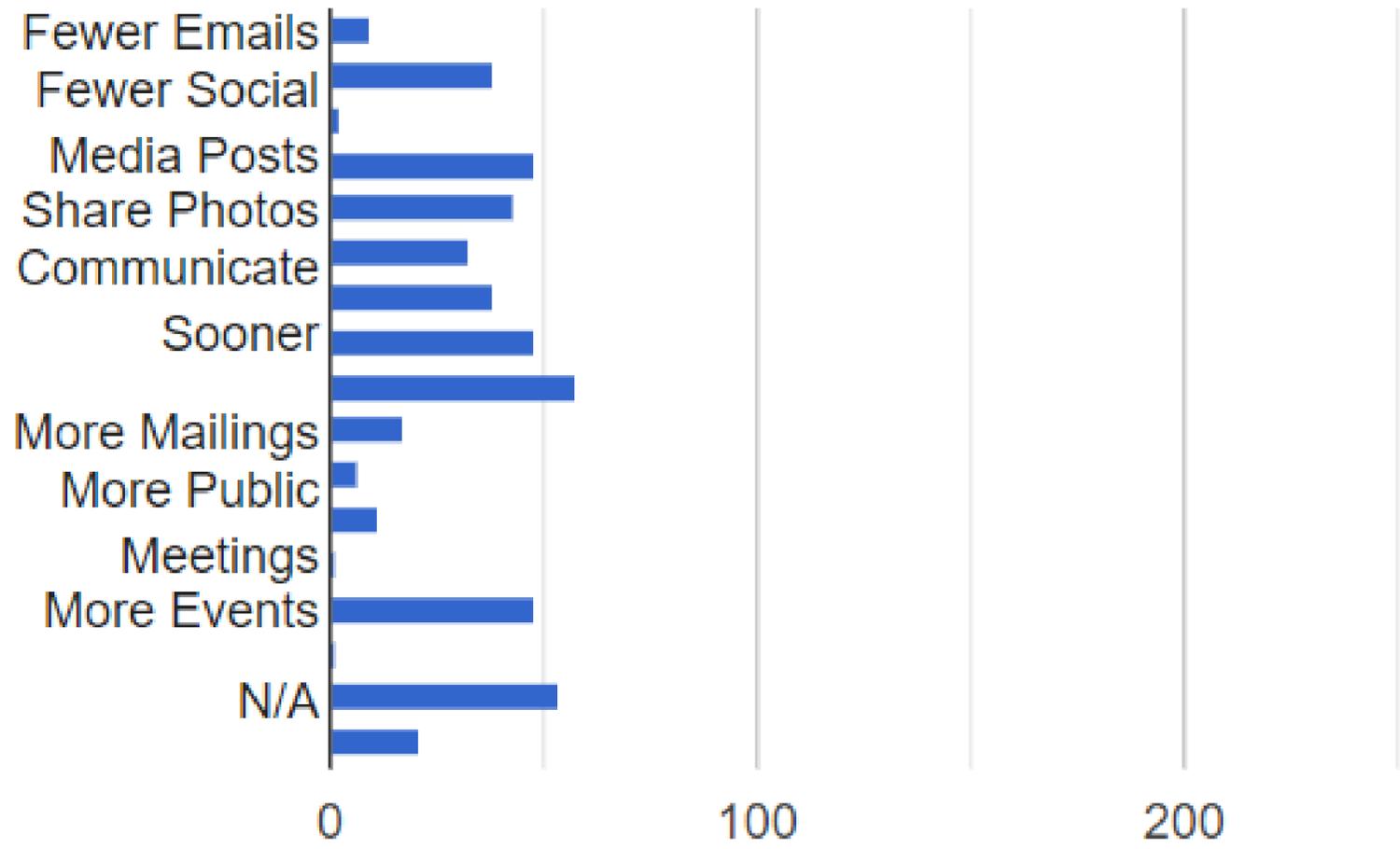
Top Responses:

- I receive the magazine and read it once - 45.34% / 112
- I don't receive the magazine - 25.51% / 63
- I receive the magazine and refer to it often - 17.41% / 43
- I receive the magazine, but don't read it - 5.67% / 14



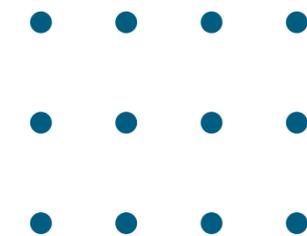


Question 8: In what ways can we improve our communications & engagement with the community? (17 Choices)



Top Responses:

- Frequent Web Updates - 11.89% / 58
- N/A - 11.07% / 54
- More Events - 9.84% / 48
- More Social Media Posts - 9.84% / 48
- Share Results - 9.84% / 48
- Share Photos - 8.81% / 43
- More Emails - 7.79% / 38
- Communicate Sooner - 7.79% / 38



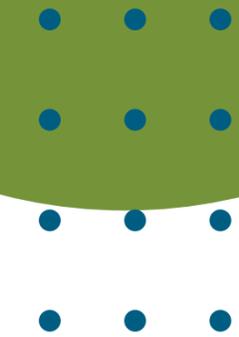
Question 9:

Any additional comments on Meridian Township community engagement & communications:



Positive Comments:

- Please keep up the good work. We love living here and are very grateful for all the effort that goes into making it such a nice community.
- I'm satisfied the way I'm receiving news etc. about the Township.
- Excellent communication. Just wish more citizens would take advantage of the great work you do!
- We enjoy hearing what's going on in the Township. We read the emails and select the articles that interest us.
- I love and use your website all the time. Thank you!
- Thank you for keeping us informed.
- You are doing a great job communicating.



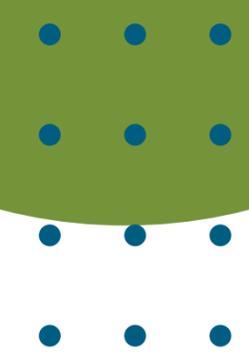
Question 9:

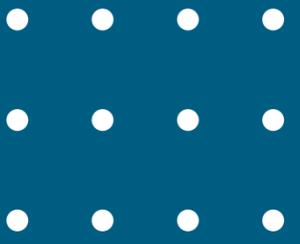
Any additional comments on Meridian Township community engagement & communications:



Constructive Feedback:

- Communications regarding the local street repaving project needs to be much more detailed and timely for residents living on affected streets.
- Lack of communication from Meridian Township employees. The general feeling I got was I don't want to be bothered.
- I'm busy, so do not wish to be inundated with lots of announcements.
- Please don't send emails more often than once weekly. There are many redundant topics, so you should carefully decide whether a weekly email is necessary or whether some information can wait.
- It would be great to include a "Did You Know" box at the bottom of email communications, giving tips and tricks to residents.
- Need to send info about events before they happen, or more than 1 or 2 days notice.

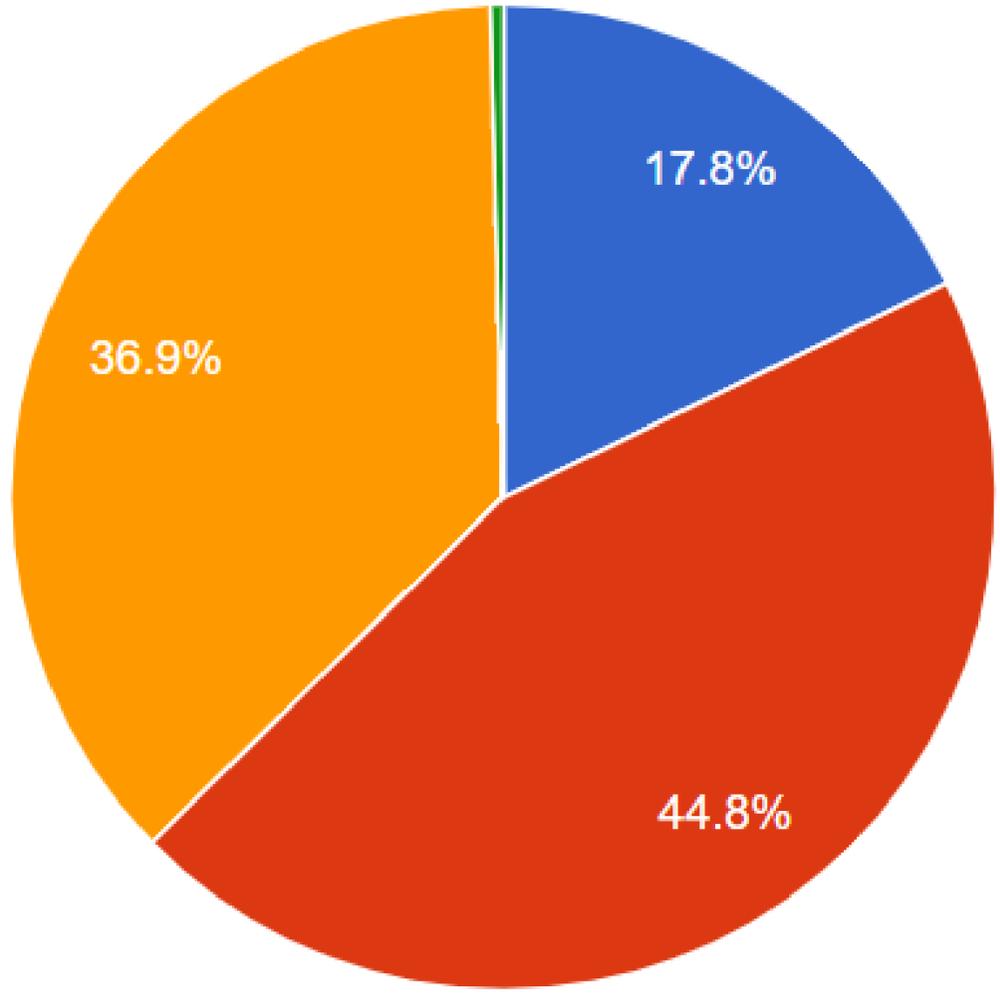
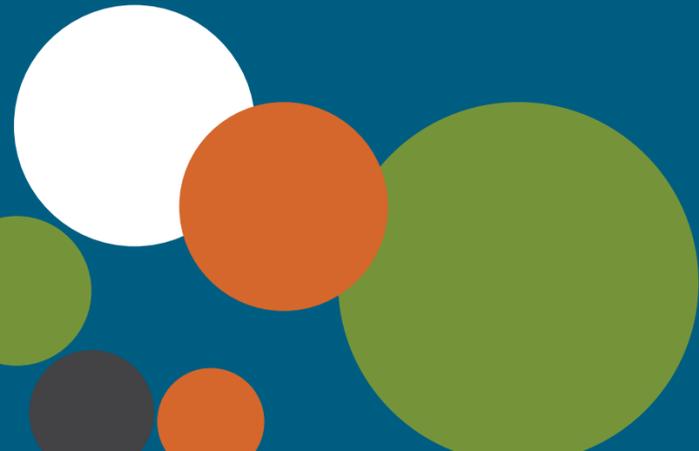




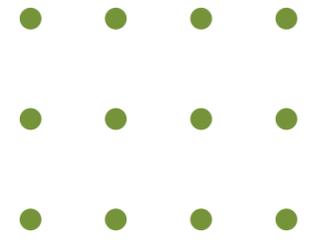
Question 10: Would you be interested in participating in any community engagement & communications focus groups? (4 Choices)

Top Responses:

- No - 44.81% / 108
- Maybe - 36.93% / 89
- Yes - 17.84% / 43
- Other - 0.41% / 1

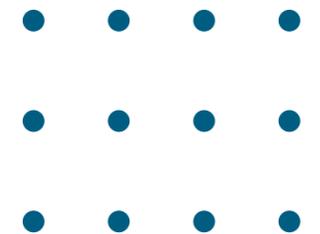
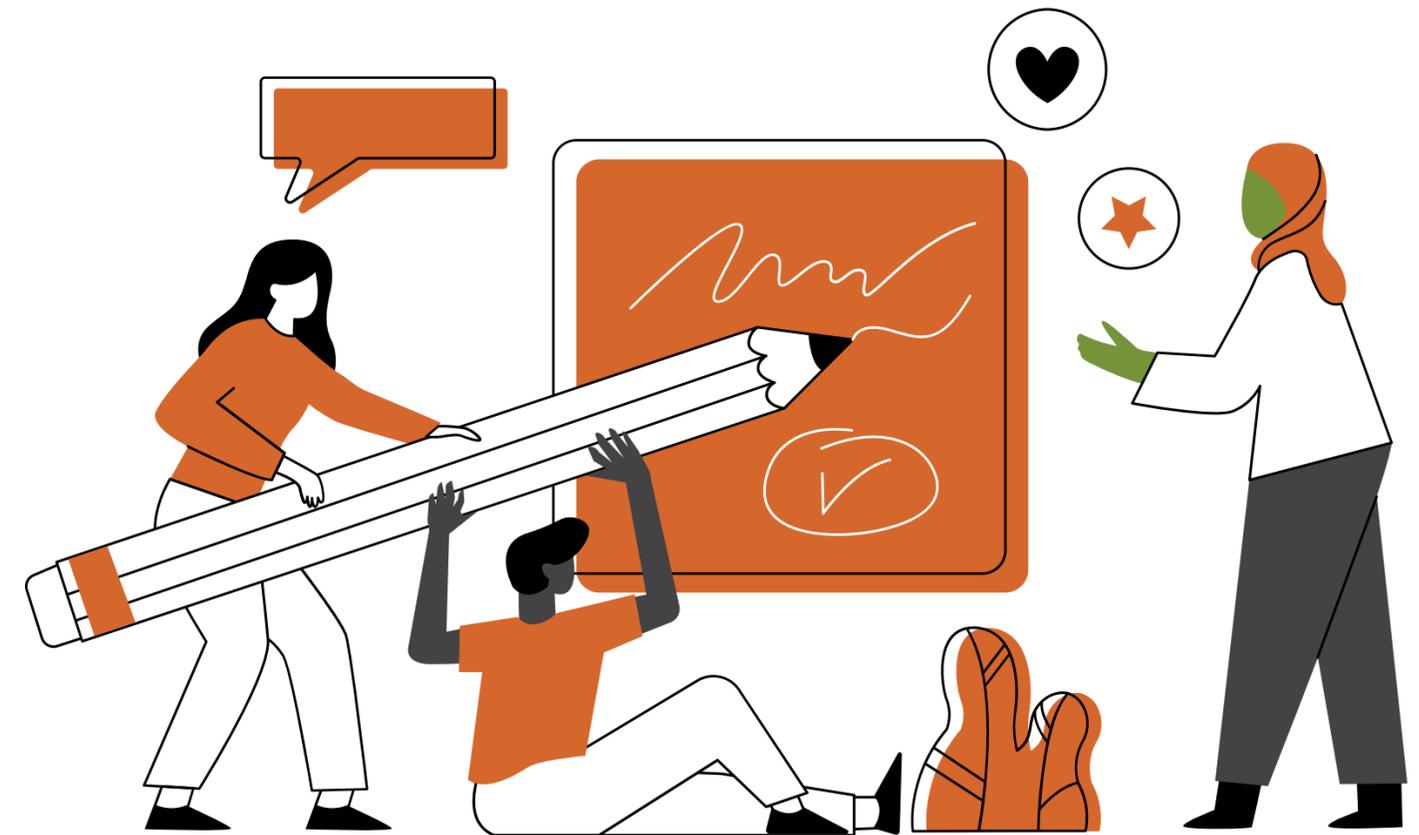


- Yes
- No
- Maybe
- Other



Takeaways

- Overall a positive response to Township communications.
- Need to work on improvements to accessibility including use of alt text on images online.
- Continue developing the marketing strategy to determine where and how often content should be shared with an emphasis on timing.
- Increase frequency of "Did You Know" campaigns on various topics including the use of the new Township website features & navigation.



THANK YOU!





Communications
Commission

Commission Members Reports & Announcements



Communications
Commission

Action Items



To: Communications Commission
From: Brandie Yates, Communications Manager
Date: March 18, 2022
Re: Communications Commission 2022 Goals

Staff requests the Communications Commission discuss and consider adopting the suggested goals listed below for the Commission to pursue in 2022. Some of the goals are carried over from 2021.

These goals also support the Communications Department's 2022 goals.

- Assist the Township Board and staff in continued work with Ingham County officials to determine the most effective process to enhance the community's Broadband as outlined in Goal A. (Infrastructure Enhancements) of the Township Board's 2022 Goal Action Plan.
- Support efforts and assist staff with items listed in Goal I. (Community Engagement) of the Township Board's 2022 Goal Action Plan including building awareness of the new features of the Township website and strengthen community branding.
- Assist with outreach efforts and pursuing additional revenue sources to support the functions of the Communications Department including grants and fundraising efforts.

Staff is requesting the Commission **MOVE TO APPROVE THE PROPOSED 2022 COMMUNICATIONS COMMISSIONS GOALS AS LISTED ABOVE.**



Communications
Commission

Discussion Items



To: Communications Commission
From: Brandie Yates, Communications Manager
Date: March 15, 2022
Re: Appointment of Alternate Communications Commissioner

The Communications Commission has the following vacancy:

- ***Alternate Commissioner – New Term: 12/31/21 – 12/31/22**

This Alternative Commissioner position became vacant in December 2021 due to Alternate Commissioner Riti Adhi expressing she is not interested in reappointment.

Staff has received four Public Service Applications for residents who wish to serve on the Communications Commission. Staff requests the Commission review the applications attached and provide feedback on who may be considered to fill the vacancy. Action will be requested at the next meeting.

Per the newly approved Communications Commission Rules and Procedures:

RULE 2: MEMBERSHIP

2.1 Members. The Commission shall consist of five regular members and two alternate members appointed by the Meridian Township Board. The Commission may recommend names of suggested appointees to the Township Supervisor. Members must be residents of the Township with an interest in telecommunications, communications and/or marketing of the Township. Conflicts of interest that would inhibit a person's ability to serve on the Commission includes employment by a video/internet service provider or communications company.

Submitter DB ID 13190
 IP Address 2606:5580:310:7fd4:f19d:6086:1c51:a216
 Submission Recorded On 02/24/2021 8:31 AM
 Time to Take the Survey 11 minutes, 58 secs.

Page 1



Public Service Application Form

I am interested in service on one or more of the following public bodies as checked below:

***Special conditions restrict eligibility for appointment**

1.

Communications Commission*

Community Resources Commission

Environmental Commission

Land Preservation Advisory Board

Park Commission (Elected/Appointed)

Planning Commission

Township Board (Elected/Appointed)

Transportation Commission*

2. **Occupation:**

Senior research associate

3. **Indicate areas not included above which may warrant special attention or study that are of interest to you:**

In addition to areas indicated above, I am particularly interested in food systems and food security. In the face of COVID-19, the importance of a resilient local food system and the frailties of our current national food system have become even more apparent as supply chains have been disrupted, food insecurity has skyrocketed, and outbreaks have occurred in processing facilities. Identifying the local food system's strengths and weaknesses and strategies for creating a more resilient food system in the face of disaster/crises may warrant special attention or a study.

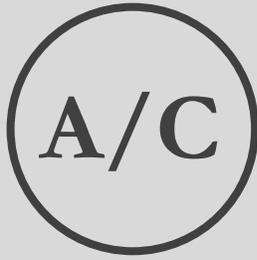
4. **Describe education, experience or training which will assist you if appointed:**

I have a decade of experience in public policy development and analysis. I have experience in food systems, healthy communities, immigration, educator workforce development, and criminal justice.

My key skills and areas of expertise include policy development, communications, research and evaluation, community engagement, and facilitation.

I am personally an avid cyclist, hiker, walker, and public transportation user. I am therefore interested in commissions relevant to protecting outdoor space and creating walkable communities.

I have a Master of Public Policy and a Master of Geographic Information Science and Technology from the University of Southern California. I have a Bachelor of Art in graphic design. I have a commitment to diversity, equity and inclusion and have received training on implicit bias.



Dear Ron Styka,

I am writing to express my interest in serving on a Meridian Township commission. I have a decade of experience in public policy development and analysis. I have experience in food systems, healthy communities, immigration, education, workforce development, and criminal justice.

My key skills and areas of expertise include:

- **Policy Development and communications.** I was a key member of a small team that developed the state policy and led the campaign that increased access to nutritious food for over 650,000 children.
- **Research and evaluation.** I help my clients define success and measure their performance. I have authored reports, policy briefs, and peer-reviewed journal articles.
- **Engagement and facilitation.** I have convened focus groups, facilitated community listening sessions, and led working group meetings.

I am personally an avid cyclist, hiker, walker, and public transportation user. I am therefore interested in the transportation commission and others relevant to improving outdoor space and walkable communities.

I have a commitment to diversity, equity and inclusion. Improving equity and access to social services has been a unifying theme in my professional pursuits. I strive to identify and interrupt bias and use an equity lens in my work and life.

I look forward to an opportunity to contribute my skills and expertise to a township commission. I hope to hear from you soon!

Kind regards,

Anna Colby, M.S., M.P.P.

CONTACT

(314) 221-7829

anna.j.colby@gmail.com

[linkedin.com/in/annajfischer](https://www.linkedin.com/in/annajfischer)



ANNA FISCHER COLBY

OVERVIEW

I am a policy professional with a decade of experience working with nonprofit organizations to research, develop, pass, and implement policies. I have expertise in food systems and anti-hunger policy.

EDUCATION

University of Southern California

MASTER OF SCIENCE, GIS &

Technology | 2014

MASTER OF PUBLIC POLICY | 2012

Maryville University of Saint Louis

BACHELOR OF FINE ARTS | 2008

RECENT PUBLICATION

“Promoting Effective Communication with Limited English Proficient Families,” *The Joint Commission Journal on Quality and Patient Safety*, 2019.

OTHER EXPERIENCES

Co-founder, Price Women and Allies graduate student group | 2011

Editor, USC Price student-run academic journal | 2011

Site Manager, youth summer program, Rising Sun Energy | 2010

Site Director, school-aged child-care, YMCA of Greater St. Louis | 2010

English Teacher, UN Development Programme, Chile | 2009

CONTACT

(314) 221-7829

anna.j.colby@gmail.com

[linkedin.com/in/annafischer](https://www.linkedin.com/in/annafischer)

EXPERIENCE

Public Policy Associates

SENIOR RESEARCH ASSOCIATE | Mar 2018 - present

- Led Food Is Medicine project to conduct Medicaid policy analysis and develop recommendations to enhance collaboration between food banks and the health care sector
- Managed project to conduct needs assessment, develop racial equity plan, and provide equity training for a state criminal justice system
- Developed implementation plan for a food club/pantry based on input from community members and organizations

California Food Policy Advocates

NUTRITION POLICY ADVOCATE | Apr 2015 – Jan 2018

- Key member of team that developed the policy and led the campaign to pass CA SB-138 that increased food access for 650,000 children
- Developed best practices that were adopted by federally assisted meal program providers for reaching low-income immigrant families
- Led research and published report that resulted in increased media attention about summer hunger

Tomás Rivera Policy Institute

ASSISTANT DIRECTOR | Jul 2014 – Mar 2015

- Conducted GIS analysis and developed maps used by the California DMV to implement CA AB-60, *Drivers Licenses for All*.
- Delivered research and report used for criminal justice advocacy

PROJECT COORDINATOR | May 2012 – Jun 2014

RESEARCH ASSISTANT | May 2011 – May 2012

KEY SKILLS

- Program Evaluation
- Data Analysis
- Qualitative Methods
- Policy Research & Analysis
- Policy Advocacy
- Communications

Submitter DB ID 14026
IP Address 73.145.132.9
Submission Recorded On 09/02/2021 11:05 PM
Time to Take the Survey 12 minutes, 41 secs.

Page 1



Public Service Application Form

I am interested in service on one or more of the following public bodies as checked below:

***Special conditions restrict eligibility for appointment**

1.

- Capital Area Transportation Authority - CATA Communications Commission*
- Community Resources Commission
- Downtown Development Authority*
- Economic Development Corporation
- Lake Lansing Watershed Advisory Committee*
- Transportation Commission*

2. Occupation:

Graduate Student

3. Indicate areas not included above which may warrant special attention or study that are of interest to you:

- Environmental policy
- Mental health action
- Equalizing wealth and income disparities
- Zoning with sustainability in mind

4. Describe education, experience or training which will assist you if appointed:

Education

- B.A. International Relations at MSU (2019-2021)
- M.P.P. at MSU (2021-present)

Work Experience

- Communications Intern at Sierra Club Michigan Chapter
- Social Media & Design Intern at Michigan Democratic Party
- Field Organizing Intern at Democratic Party of Wisconsin
- Development Assistant at On Earth Peace
- Field Representative at U.S. Census Bureau
- Polling Canvasser at Practical Political Consulting
- Assistant Public Information/Relations Specialist at ISCG

5. Contact Information:

Name: Graham Diedrich

Occupation: Graduate Student

Place of Employment: Michigan State University **Home Address:** 5754 Ridgeway Dr, Apt 17

Phone (days): 5179746046

Phone (evenings): 5179746046

Date: 09/02/2021

Email: grahamdiedrich2@gmail.com

6. Attach Resume

Resume is attached [Resume_GrahamDiedrich \(6\).pdf](#)

7. Attach Cover Letter

Cover Letter is attached [CoverLetter_GrahamDiedrich \(2\).pdf](#)

Graham David Diedrich

B.A. International Relations, Master of Public Policy

Phone: (517) 974-6046

Email: diedgr@msu.edu

To whom it may concern,

As a current graduate student and seasoned professional with over 4 years of diverse public affairs and constituent outreach experience, I am applying to serve Meridian Township. In this application, you will find my resume and a brief description of my qualifications.

I am a self-motivated and adaptive team player with the possession of analytical, public service, and strategic planning skills I believe would be useful in empowering constituents and our residents. I am interested in working with Meridian Township because I believe that one of the government's primary duties is to work for the people.

As a Township board or commission member, I would use my constituent outreach and analysis skills I have learned throughout my positions at the Michigan Democratic Party and in federal service to build relations with Michigan residents and stakeholders. I would promote the goals of the Township and the particular body I am selected to serve on to the best of my ability by utilizing my time management and analytical expertise.

I look forward to speaking with you in further detail about an open position and opportunity with the Township.

Sincerely,

Graham Diedrich



Graham David Diedrich

"I have over four years of experience working in the public affairs, political campaigning, and data analysis industries. I led my first digital campaign in 2017 for the French presidential election. Since then I have held positions with the Michigan Democratic Party, the Democratic Party of Wisconsin, and others in various outreach and data management roles."

East Lansing, MI | (517) 974-6046 | diedgr@msu.edu | <https://grahamdiedrich29.wixsite.com/resume>

Work Experience

Infinite Source Communications Group

August 2021-present

Assistant Public Information/Relations Specialist

- Preparing community outreach plans
 - Coordinating special events (groundbreaking ceremonies, ribbon cutting ceremonies, public meetings, press conferences)
 - Providing customer service to clients and the public on various projects in the South Florida area
-

Practical Political Consulting

June 2021-present

Polling Canvasser

- Contract work for PPC, one of Michigan's leading opinion polling and data analysis firms
 - Opinion data collection to gauge the success of classified ballot measures
-

U.S. Census Bureau

April 2021-July 2021

Field Representative

- Data collection and analysis for the [2021 American Housing Survey](#)
- Certified in extensive training of civilian privacy protections including Title 13, U.S. Code
- Boosting public confidence in the reliability and effectiveness of government data and programs

On Earth Peace

January 2021-April 2021

Development Assistant Intern

- Coordinated and directed a development team of three other interns
 - Oversaw the launch of the Just Peace Leaders campaign, boosted digital engagement by 18%
 - Focused on creating sustainable fundraising sources by evaluating donor networks and current organizational expenditures via Microsoft Excel
 - Digital fundraising through Facebook
-

Democratic Party of Wisconsin

September 2020-November 2020

Field Organizing Intern

- Used NGPVAN to contact potential volunteers, register voters, and GOTV
 - Registered and trained volunteers for virtual phone banking
 - Grew social media engagement by 12% on Facebook and Twitter
 - Increased Democratic turnout by 21% in the St. Francis, WI area
-

Michigan Democratic Party

April 2020-August 2020

Social Media & Design Intern

- Created digital infographics and videos using the Adobe Suite in order to increase party exposure
 - Managed accounts with over 25,000 followers across Twitter, Facebook, and Instagram
 - Heavily engaged with constituent relations and policy questions
-

Sierra Club Michigan Chapter

December 2019-April 2020

Communications Intern

- Communicated and explained anti-environmental legislation in Michigan to voters
 - Came up with the idea for "Weekly Action Minute" videos on Facebook and TikTok
-

Education

Department of Political Science | Michigan State University September 2021-present

Master of Public Policy

- Relevant courses: *Quantitative Methods, Microeconomic Theory, Policy Evaluation, Public Policy, Policy Development and Administration, Public Finance, Policy Workshop, Issues in Public Policy*

James Madison College | Michigan State University

August 2019-August 2021

B.A. International Relations, Minor in Public Relations

- Graduated with an undergraduate degree in two years
- Maintained a high GPA, ending with a 3.78
- Dean's List Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021, Summer 2021
- Member of the JMC Student Senate and the JMC Kennedy Democrats
- Relevant courses: *Microeconomics, Identity and Community, Public Affairs, Writing for Public Relations, Principles of Public Relations, Methods of Communication Inquiry, Survey of International Economics, World Politics and International Security, Russian Foreign Policy, Social Research Methods, Quantitative Analysis for Social Regression, International Environmental Policy*

Organizations & Projects

Graham Diedrich For State Representative

May 2021-present

Candidate

- Managing my campaign to represent the 69th district in the Michigan House of Representatives
- Hiring and managing a volunteer and intern staff
- Creating fiscal reports, fundraising campaigns
- Connecting with like-minded political and non-political organizations and institutions

Tracking Biden

November 2020-April 2021

Founder & Director of Operations

- Analyzing legislation, executive orders, and government appointments announced during the Biden Administration
- Increasing website traffic and follows on social networks by 25% each week
- Hiring and interviewing interns to help grow the organization

En Marche! Europe

February 2017-May 2017

Founder & Social Media Coordinator

- Self-started digital campaign that targeted potential voters through social media
- Gained over 10,000 followers and improved post engagement by 20% during the campaign period
- Recognized by the national campaign in France

Skills

- **Hard Skills:** Policy and data analysis, international and domestic governmental affairs, campaigning, constituent services, management experience, public relations, integrated marketing, strategic planning, team leadership, international telecommunications, negotiating
- **Soft Skills:** Adobe Suite, GSuite, Microsoft Suite, Affinity Photo, NGPVAN, NationBuilder, Excel, ActBlue

CHARTER TOWNSHIP OF MERIDIAN

Ronald J. Styka
Deborah Guthrie
Phil Deschaine
Frank L. Walsh

Supervisor
Clerk
Treasurer
Manager



Courtney Wisinski
Patricia Herring Jackson
Dan Opsommer
Kathy Ann Sundland

Trustee
Trustee
Trustee
Trustee

APPLICATION FOR PUBLIC SERVICE

I am interested in service on one or more of the following public bodies as checked below:

- | | |
|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <input type="checkbox"/> Assessing Board of Review* | <input checked="" type="checkbox"/> Elected Officials Compensation Commission* |
| <input type="checkbox"/> Board of Water and Light Representative* | <input type="checkbox"/> Environmental Commission |
| <input type="checkbox"/> Brownfield Redevelopment Authority* | <input type="checkbox"/> Lake Lansing Watershed Advisory Committee* |
| <input type="checkbox"/> Building and/or Fire Board of Appeals and Building Hearing Officer | <input type="checkbox"/> Land Preservation Advisory Board |
| <input checked="" type="checkbox"/> Capital Area Transportation Authority (C.A.T.A.) | <input type="checkbox"/> Park Commission (elected/appointed) |
| <input checked="" type="checkbox"/> Communications Commission* | <input type="checkbox"/> Pension Trustees |
| <input checked="" type="checkbox"/> Community Resources Commission | <input type="checkbox"/> Planning Commission |
| <input checked="" type="checkbox"/> Corridor Improvement Authority* | <input type="checkbox"/> Township Board (elected/appointed) |
| <input checked="" type="checkbox"/> Downtown Development Authority* | <input type="checkbox"/> Transportation Commission* |
| <input type="checkbox"/> East Lansing-Meridian Water & Sewer Authority | <input type="checkbox"/> Zoning Board of Appeals |
| <input type="checkbox"/> Economic Development Corporation | <input type="checkbox"/> Other |

(*Special conditions restrict eligibility for appointment)

Indicate areas not included above which may warrant special attention or study that are of interest to you:

Summarize your reasons for applying for this type of public service: *It is a privilege AND duty to serve your community.*

Describe education, experience or training which will assist you if appointed. (Attach resume if available): *Former Judge : Substitute Teacher*

Name: Beverley Nettles

Occupation: Attorney Place of Employment: Private Practice

Home Address: 2372 Fieldstone DR

Phone: (days) 517-29-5378 (evenings) _____ E-mail bev.nettles.law@gmail.com

Signature Beverley Nettles Date 9-13-2021

Other than the Downtown Development Authority Board and the Economic Development Corporation, persons appointed to Meridian Township boards and commissions must be a resident and elector (if of voting age) of the Township during the term of office. Excessive absences may be cause for review of appointment.

(PLEASE USE BACK IF NEEDED)

The policy for appointment of candidates to the various public service positions is based on the following criteria: desire to serve, experience, expertise, availability of time to serve, and maintenance of equitable geographic representation. In most instances it will be desirable to develop further information through a personal interview. This application will be retained in township files for two years. Please return this form to the Office of the Clerk, Charter Township of Meridian.

FOR OFFICE USE ONLY				
Date Received		Distro:	Application #	
Registered Voter:	Y / N			
Date Appointed:				

Revised April 24 2017

Submission # 1356559
IP Address 50.235.205.4
Submission Recorded On 12/16/2021 3:43 PM
Time to Take Survey 7 minutes, 24 seconds

Page 1

1. I am interested in service on one or more of the following public bodies as checked below: ?

Capital Area Transportation Authority (C.A.T.A.)
Communications Commission *
Community Resources Commission
Corridor Improvement Authority *
Downtown Development Authority *
Economic Development Corporation
Park Commission (elected/appointed)
Planning Commission
Transportation Commission *

***2. Summarize your reasons for applying to do this type of service**

The reason I have applied to these public bodies is because I believe my skills in business could benefit Marion Township and its citizens.

***3. Describe education, experience or training which will assist you if appointed.**

I am about to graduate with a bachelor's in business administration, and have completed a fall internship for the city of Lansing Clerk's Office. My skills include file organization, digital file organization, creating minutes, leadership skills, deep understanding of microeconomics and macroeconomics, and sufficient in Microsoft Office.

(Attach resume if available)

Ross_Michels_Resume.docx

Full Name

Ross Michels

***Occupation**

Merchandiser

***Place of Employment**

ACOSTA

Home Address

1804 Hamilton Rd
Apartment A20
Okemos 48864

Phone (Day)

989.472.7520

Phone (Evening)

989.472.7520

***Email**

michelssross0@gmail.com

***Please type your name in the box below as a digital signature**

Ross Michels

***Date and Time**

12/16/2021

Other than the Downtown Development Authority Board and the Economic Development Corporation, persons appointed to Meridian Township boards and commissions must be a resident and elector (if of voting age) of the Township during the term of office. Excessive absences may be cause for review of appointment. The policy for appointment of candidates to the various public service positions is based on the following criteria: desire to serve, experience, expertise, availability of time to serve, and maintenance of equitable geographic representation. In most instances it will be desirable to develop further information through a personal interview. This application will be retained in township files for two years.

Ross Michels

1804 Hamilton Rd. Apt. A20, Okemos, MI 48864 | 989-472-7520 | michelssross0@gmail.com

Summary

Hardworking and reliable with strong abilities in organizing and task management. Versatile professional with detailed background in business, economics and marketing. Promotes effective brand and promotion management.

Skills

- Marketing Techniques
- Sales Techniques
- Display resetting
- Visual displays
- Time management
- Reliable and trustworthy
- Organization
- Problem resolution
- Team building
- People skills

Experience

Student Intern | 08/2020 - Current

Lansing City Clerk - Lansing, MI

- Assist in the preparing, processing and storage of minutes, public notices, agreements and communications for the City Clerk.
- Perform data entry and search for critical file information.
- Assist in the coordination of City Council Special Ceremonies and Events.
- Update or create procedures and checklists for the multiple processes required to be completed for regular Council activities.

MERCHANDISER | 04/2020 - Current

Acosta - Owosso/Lansing, MI

- Arranged items in favorable positions and areas of the store to attract customers and optimize sales.
- Displayed appropriate signage for products and sales promotions.
- Organized engaging front-facing displays to capture customer interest and drive revenue growth.

CAREGIVER, SPECIAL NEEDS | 04/2018 - 03/2020

Community Linx - Lansing, MI

- Maintained a clean and well-organized environment for client happiness and safety.
- Improved patient outlook and daily living through compassionate care.
- Created safe and positive living situations for clients by communicating with family and other staff about concerns or challenges.

FRONT DESK ASSISTANT | 5/2016 - 06/2017

Northwestern Michigan College - Traverse City, MI

- Sorted mail, arranging in delivery sequence for distribution.
- Monitored reservations to track incoming parties and special events.
- Secured guest valuables in main safe or individual boxes.
- Prioritized and organized tasks to efficiently accomplish service goals.

Education and Training

Northwestern Michigan College - Traverse City, MI |

Some College (No Degree)

General Studies

Trine University - Angola, IN | Some College (No Degree)

Business Administration

Baker College - Owosso/Online, MI
Business Administration, Expected
in 05/2022



Communications
Commission

Communications/ Announcements

Brandie Yates

From: Merit Network <meritnetwork@mkg.merit.edu>
Sent: Tuesday, March 15, 2022 2:18 PM
To: Brandie Yates
Subject: Broadband Expansion Efforts In Ingham County - We Need Your Help!



Dear Ingham County Community Partners and Broadband Champions,

Broadband Internet is essential to those who work, reside, and attend school in Ingham County. In some areas of our county, high-speed Internet is not available, unreliable, or very slow. In order to support broadband expansion we need to gauge Internet availability and speeds throughout the county.

We need your help!

As a community partner or local champion, you have unique connections within our community. Your support is critical to the success of this effort. We are counting on you to boost citizen participation throughout our broadband journey.

Ingham County has created a survey to gather this information in partnership with Merit Network, and we are asking you to spread the word to all county residents. We will be hosting a brief informational webinar discussing the project, our survey, and actions you can take to help support the effort.

Please consider joining us on **March 30th, 2022 from 12:00 P.M. - 12:30 P.M. EST**. To learn more about Ingham County's survey project, please register at the link below. If you cannot attend the webinar, we will send out a link to the recording. We will link tools, including sample emails and fliers, that you should use to help us spread the word.

[Register Now](#)

For more information or questions about the project, please contact:

Rachel Prettenhofer

controller@ingham.org

517-676-7206

Please join us in our efforts to get you and your neighbors in Ingham County fully connected to affordable, reliable, high-speed broadband.

Sincerely,

Ingham County



merit

THE MICHIGAN
MOONSHOT

This email was sent to Yates@meridian.mi.us by Merit Network

Merit Network, Inc. | 880 Technology Drive Suite B, Ann Arbor, MI 48108-8963

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Brandie Yates

From: Michigan Executive Office of the Governor <mieog@govsubscriptions.michigan.gov>
Sent: Monday, February 28, 2022 3:26 PM
To: Brandie Yates
Subject: RELEASE: Governor Whitmer & Lt. Governor Gilchrist Announce Planning Project to Connect Michiganders to High-Speed Internet



FOR IMMEDIATE RELEASE

February 28, 2022

Contact: Press@michigan.gov

Governor Whitmer & Lt. Governor Gilchrist Announce Planning Project to Connect Michiganders to High-Speed Internet

LANSING, Mich. – Governor Gretchen Whitmer and Lt. Governor Garlin Gilchrist II today announced that the state of Michigan has partnered with [Connected Nation Michigan](#) to lead the Broadband Infrastructure Audit and Validation project over the next six months. This project will utilize \$5.2 million in federal CARES Act funding to conduct a full accounting of the state’s high-speed internet service to identify gaps and provide a clearer picture as officials plan to significantly expand access through the bipartisan federal infrastructure funding.

“In today’s society, the fastest way to create an even playing field and grow our economy is through affordable access to high-speed internet,” said **Governor Gretchen Whitmer**. “When we make investments in this critical infrastructure, we can help businesses grow and lower costs for Michiganders to connect to the internet so they can go to school, access health care, participate in the economy, and more. This critical service is not a luxury – it is a necessity. Today’s announcement will help us chart out how to efficiently expand high-speed internet access in communities across our state.”

This effort will help identify and map the precise location of existing high-speed internet assets in the state and the areas where access to high-speed internet is absent along more than 65,000 miles of public right-of-way. Understanding where high-speed internet access and assets exist, and where there are gaps, will be critical in both securing and prioritizing the \$100

million in federal funding that is anticipated to be coming to Michigan for high-speed internet infrastructure buildout.

To address this disparity, the [Michigan Strategic Fund approved](#) up to \$5.2 million from federal Community Development Block Grant (CDBG) Coronavirus Aid, Relief and Economic Security (CARES) funds to Connected Nation Michigan for the Broadband Infrastructure Audit and Validation project. The funds were allocated by the U.S. Department of Housing and Urban Development (HUD) with the specific purpose of assisting with COVID-19 pandemic response and recovery. In addition, CDBG CARES funding should be used to fund eligible activities related to drive longer-term recovery and revitalization for low- and moderate-income individuals.

“Every person in Michigan must have access to fast, affordable, high-quality internet service where they live so that all of our communities can thrive,” said **Lt. Governor Gilchrist**. “This effort will use a statewide, coordinated approach to gather information in every zip code that will enable us to increase internet access and adoption, and identify the resources we need to connect every household and business in every community in Michigan.”

Access to high-speed internet is vital to people’s ability to work, learn and carry out business.

While funded by the Michigan Strategic Fund, the Broadband Infrastructure Audit and Validation Project will be implemented in full partnership with the Department of Labor and Economic Opportunity (LEO) Michigan High-Speed Internet Office and complements the many requirements new federal programs will place on the office. States are required to identify all eligible locations for federal investments within their borders and this project will do just that. The sooner Michigan can identify these locations, the more efficient and accurate infrastructure plans can be, and the sooner funds can be administered for new network deployments.

“To lift more Michiganders up with equal opportunity and set Michigan up for economic prosperity, we need to remove barriers in high-speed internet availability, affordability and adoption that disproportionately impact communities of color and low-income households,” said **LEO Director Susan Corbin**. “This once-in-a-generation investment will help provide the framework to eliminate the digital divide, remove barriers and implement programs that assist Michiganders with access and adoption of high-speed internet.”

The Broadband Infrastructure Audit and Validation project will allow the state of Michigan, its CDBG program, communities, regions, and internet service providers to make informed decisions regarding the efficient expansion of high-speed internet service throughout the state and better target its grant funding in a way that will result in productive high-speed internet expansion and support for Michigan.

In 2021, Governor Whitmer established the [Michigan-High Speed Internet Office](#) to help address the lack of high-speed internet that creates a barrier to online learning, healthcare and economic opportunity. MIHI will continue to

convene and coordinate departments and agencies to further align and coordinate work being done related to high-speed internet access; serve as a single-point-of-contact for internet service providers, communities and local units of government, community anchor institutions, and individual Michiganders; and build awareness of state and federal resources and funding opportunities.

In 2020, the Michigan Economic Development Corporation partnered with Connected Nation Michigan to facilitate the [Connecting Michigan Taskforce](#), an interagency working group to improve the access, adoption, and use of high-speed internet and technology across Michigan.

“High-speed internet is critical for success in today’s world,” said **Michigan Economic Development Corporation CEO and Michigan Strategic Fund President and Chair Quentin Messer Jr.** “We are committed to working alongside our private industry partners in this effort, realizing that by working together to tackle this statewide issue, collectively, we will generate greater economic impact in affording more of our 10 million plus friends and neighbors counting on us to get consistently reliable high-speed internet connectivity right across our great state.”

###

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This email was sent to yates@meridian.mi.us using GovDelivery Communications Cloud on behalf of: Michigan Executive Office of the Governor · 111 S. Capitol Ave · Lansing, Michigan 48901



PROTECTING COMMUNITY TELEVISION ACT

(HR 6219/S 3361):

WHY THIS LEGISLATION IS NEEDED

The FCC's 2019 Franchise Fee Order *redefines* the federal Cable Act's 5% franchise fee to include the value of most non-monetary franchise obligations as franchise fees. This change allows cable companies to reduce what they pay for the use of public property and rights-of-way. The Protecting Community Television Act (HR 6219/S 3361) corrects this error by clarifying franchise fees are only monetary.

BACKGROUND

The Cable Act protects the rights of a local community to charge cable companies a five (5%) percent franchise fee and to meet community needs and interests, such as providing public, educational and governmental channel capacity. Contrary to industry practices that date to the 1980s, the FCC's actions could result in reducing cable operators' monetary compensation to towns and municipalities that wish to communicate with residents through community television. The FCC Order could force communities to choose between franchise fees or communicating with residents through community media that provide Americans with local civic, public safety and public health content.

The Protecting Community Television Act ((HR 6219/S 3361) clarifies that only monetary payments, not non-monetary franchise obligations, qualify as Cable Act franchise fees and are subject to a fee cap. Without it, a cable operator could create fees to drain away municipal revenues and pressure municipalities to give up or de-staff channels.

The bill is authored by Senators Ed Markey (MA) and Tammy Baldwin (WI). Rep. Anna Eshoo (CA) and Pete DeFazio (OR) are the House authors. As of February 1, the bill has 15 co-sponsors in the Senate and 19 co-sponsors in the House.

CONTACT INFORMATION

For further information, contact

Mike Wassenaar, Alliance for Community Media (mwassenaar@allcommunitymedia.org)

Asad Ramzanali, Office of Rep. Anna Eshoo (Asad.Ramzanali@mail.house.gov)

Bennett Butler, Office of Sen. Edward Markey (Bennett_Butler@markey.senate.gov)

Brandie Yates

From: Shelby Couch <scouch@allcommunitymedia.org>
Sent: Tuesday, March 15, 2022 6:07 PM
To: Miller, Elissa; Mike Wassenaar
Cc: Ian Locke; Brandie Yates; stephan@independencetelevision.com
Subject: RE: Co-Sponsoring HR 6219 Protecting Community Television Act

Hi Elissa,

This is great news!

Thanks so much for hearing our stories. We appreciate your and Congresswoman Slotkin's attention to this issue.

Thanks again,

Shelby

Shelby Couch, CAE
Chief Operating Officer
[The Alliance for Community Media](#)
[The Foundation of the Alliance for Community Media](#)
4248 Park Glen Road | Minneapolis, MN 55416
mobile: (810) 542-3205
www.allcommunitymedia.org
Pronouns: she|her|hers

From: Miller, Elissa <Elissa.Miller@mail.house.gov>
Sent: Tuesday, March 15, 2022 4:27 PM
To: Mike Wassenaar <mwassenaar@allcommunitymedia.org>
Cc: Shelby Couch <scouch@allcommunitymedia.org>; Ian Locke <ilocke@orionontv.org>; Brandie Yates <yates@meridian.mi.us>; stephan@independencetelevision.com
Subject: RE: Co-Sponsoring HR 6219 Protecting Community Television Act

Mike, all,

I hope your week is off to a good start. I'm writing to let you know that Congresswoman Slotkin is signing on to HR 6219 as a cosponsor.

Thank you for the work that you all do, and please don't hesitate to reach out in the future.

Best,
Elissa

Elissa Miller

Legislative Fellow
Office of Rep. Elissa Slotkin (MI-08)
elissa.miller@mail.house.gov
202-704-7591

From: Mike Wassenaar <mwassenaar@allcommunitymedia.org>
Sent: Friday, March 4, 2022 1:54 PM
To: Miller, Elissa <Elissa.Miller@mail.house.gov>
Cc: Shelby Couch <scouch@allcommunitymedia.org>; Ian Locke <ilocke@orionontv.org>; Brandie Yates <yates@meridian.mi.us>; stephan@independencetelevision.com
Subject: RE: Co-Sponsoring HR 6219 Protecting Community Television Act

Hi Elissa,

Thanks again for meeting with us today to talk about the work that community television is doing in the district and the importance of the Protecting Community Television Act (HR 6219). I've attached a one-pager with information about the bill which includes contact information for Asad Ramzanali in Rep. Eshoo's office who is the coordinator on the bill (Asad.Ramzanali@mail.house.gov)

The American University study that looks at the work of PEG community television during the Covid pandemic is here: <https://cmsimpact.org/report/peg/> It provides a useful overview of the work our organizations have done to serve communities in the last two years.

Please also forward any contacts we can use locally for staff in the Representative's office – and we can relay it as well to the other PEG organizations in the district.

We hope Representative Slotkin will co-sponsor HR 6219 to help our work in the district. Thank you!

Best,

Mike Wassenaar
President & CEO
Alliance for Community Media
612-298-3805
mwassenaar@allcommunitymedia.org



Communications
Commission

Compliments/ Complaints

Brandie Yates

From: Amber Clark
Sent: Tuesday, March 15, 2022 8:36 AM
To: Brandie Yates; Frank Walsh
Cc: Tim Schmitt; MTeam
Subject: FW: Haslett Robotics Club Story

Big shout out to Brandie and the Communications Team, HOMTV team for the great interview of the Haslett Robotics Club Drone teams. We are very proud of the two teams that have met several challenges with grace in 2022. I wanted you all to see some of the "extra" that HOMTV has done in the past few weeks. Worlds Competition here we go!

Haslett Robotics Club-RADC interview
<https://bit.ly/3pYfsiP>



Amber Clark
(she. her. hers)
Neighborhoods & Economic Development Director
clark@meridian.mi.us
W 517.853.4568
5151 Marsh Road | Okemos, MI 48864
meridian.mi.us

From: Haslett Robotics Club [mailto:haslettrobotics@gmail.com]
Sent: Monday, March 14, 2022 8:39 PM
To: Acker <rossjen2@hotmail.com>; Amber Clark <clark@meridian.mi.us>; Andrew Celeski <Aceleski1@hotmail.com>; Becky Womboldt <Bwomboldt@highfields.org>; Claus Buchholz <clausbu@att.net>; Derek Womboldt <derekwomboldt@gmail.com>; Kim Pfothenauer <kimpfot@gmail.com>; Robin Celeski <Robinceleski@gmail.com>; Stephanie Boledovich <steph.f48@gmail.com>; Steve Sneed <steve.sneed@gmail.com>
Subject: Fwd: Haslett Robotics Club Story

The finished story about our team!!! I'm so proud of the boys.

The reporter spent 30 minutes with us, so she definitely edited it down. I also am embarrassed that I forgot our Haslett email address and didn't include that in as a way to reach us.

The boys were fearless and are rockstars! I'm a proud coach.

----- Forwarded message -----

From: Rachel Ramsey <rachelramstea@gmail.com>
Date: Mon, Mar 14, 2022 at 7:48 PM
Subject: Haslett Robotics Club Story
To: Haslett Robotics Club <HaslettRobotics@gmail.com>

Hello,

Here is the finished article and package! Thank you again for taking time to meet with me, you guys all had great commentary!! Good luck at your next competition:)

<https://bit.ly/3pYfsiP>

-Rachel Ramsey

--

Haslett Robotics Club

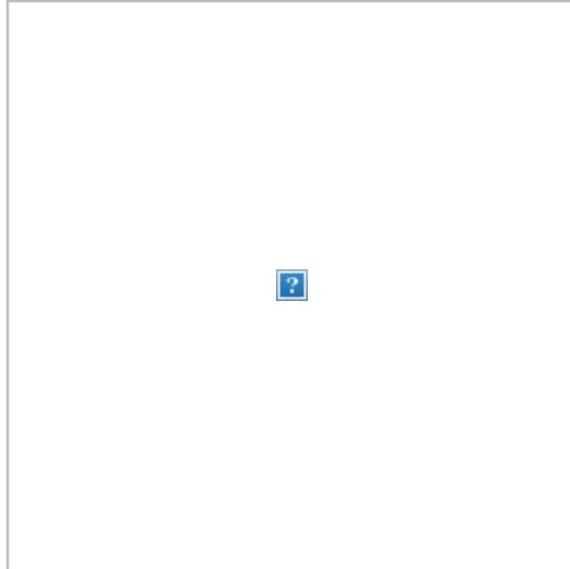
Follow us at:

<https://www.facebook.com/HaslettRoboticsClub>

<http://haslettrobotics.com>

Twitter: [@haslettrobotics](https://twitter.com/haslettrobotics)

We wish you and your family joy,
happiness and good health in 2022.



HOMTV | 5151 Marsh Rd., Okemos, MI 48864

[Unsubscribe drakew@comcast.net](mailto:drakew@comcast.net)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by homtv@meridian.mi.us powered by



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Communications
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Video Service Provider



Communications
Commission

Analytics



To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: March 15, 2022
Re: Program Totals and Video On-Demand Totals

Program Totals (Year to Date):

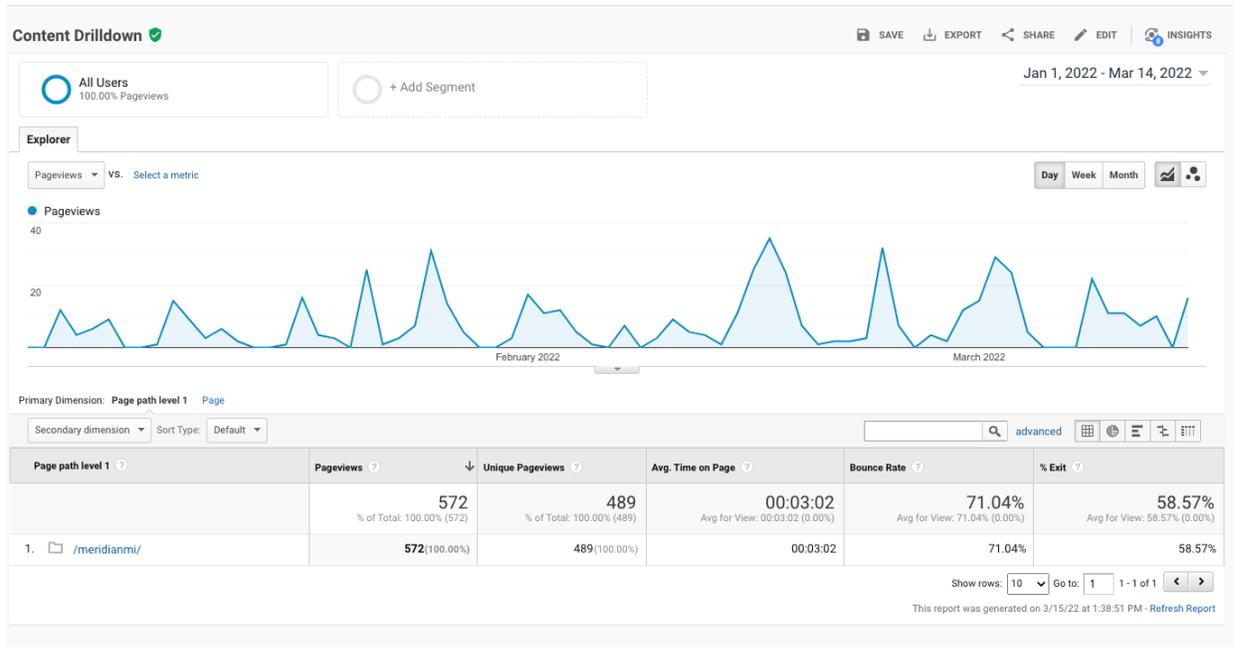
- Meridian Live: 11
 - Township Board: 5
 - Planning Commission: 4
 - Environmental Commission: 1
 - Zoning Board of Appeals: 1p
 - Park Commission: 0
- Virtual View: 3
- Special Features: 2
- HOM Entertainment: 2

Video On-Demand Analytics on next page.

Memo to Communications Commission
March 15, 2022
Re: Programming
Page 2

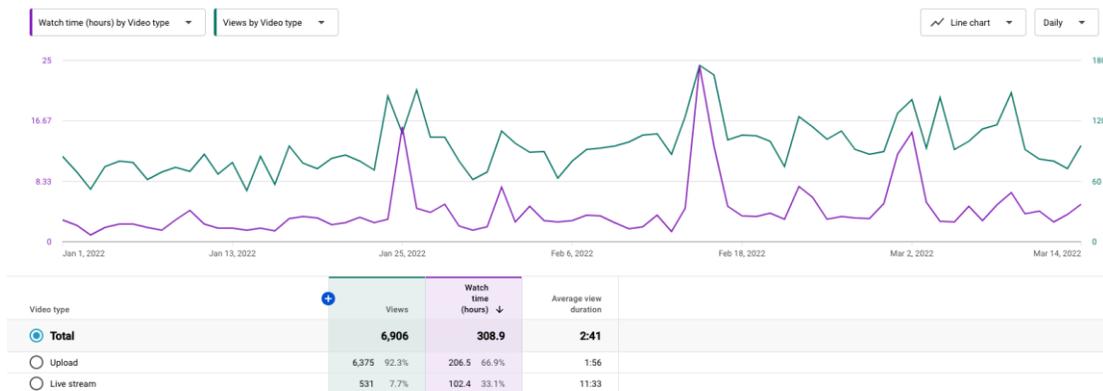
HOMTV Website Video On-Demand (Swagit)

HOMTV’s on-demand views via Swagit were 572 from January 1, 2022 to March 14, 2022.



YouTube Video Programming Stats

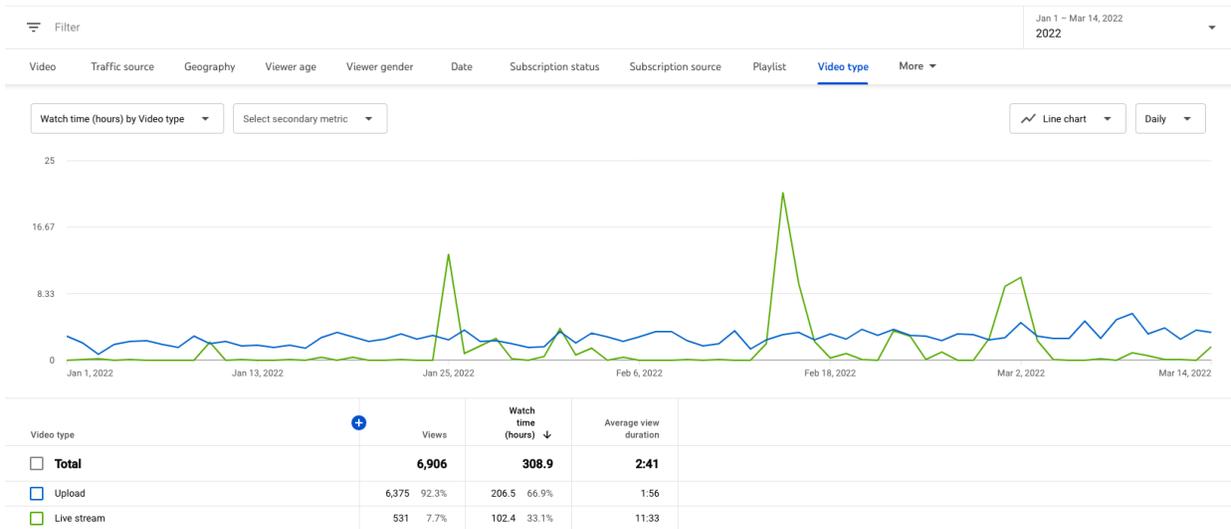
This graphs shows the amount of HOMTV’s views on YouTube. The green line shows the total amount of video views since the start of the year (6,906) and the purple line shows the amount of watch time in hours (309). The total amount of subscribers is 526, with 12 of those being new this year.



Memo to Communications Commission
March 15, 2022
Re: Programming
Page 2

YouTube Live vs. Uploaded Content Stats

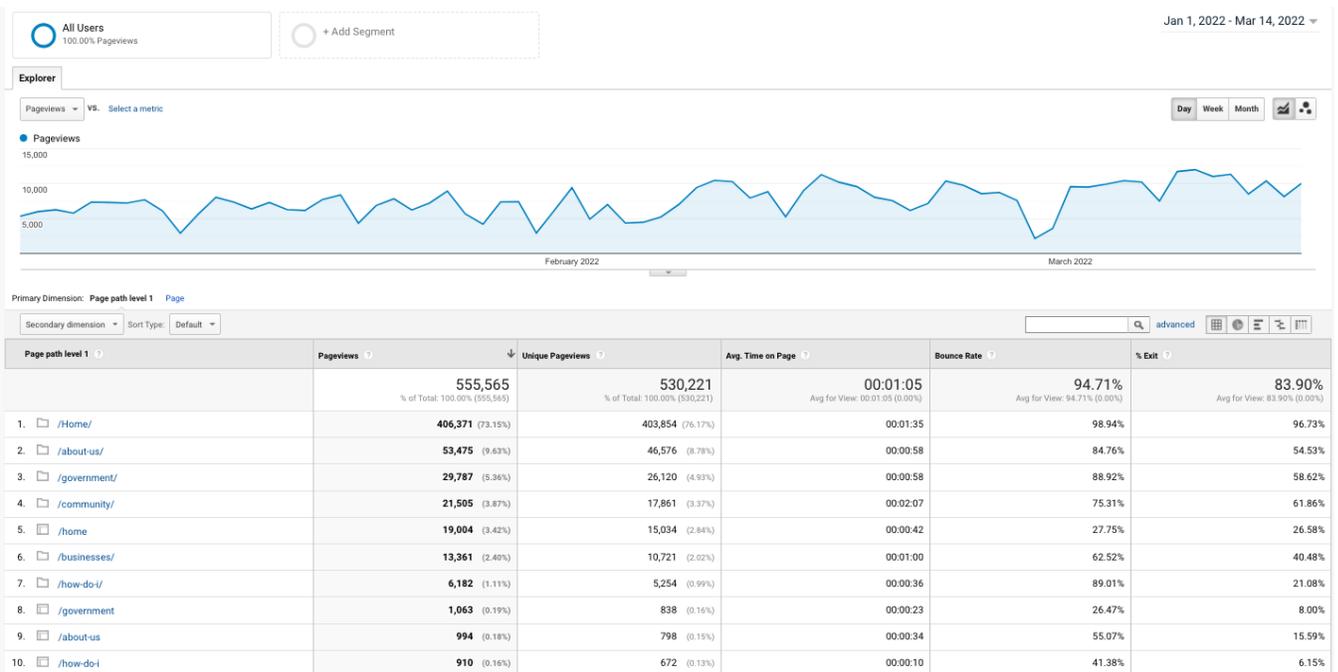
This graph shows the amount of HOMTV YouTube views based on uploaded content and live streams. Of the 6,906 total views for the year, 6,375 of those were for uploaded content and 531 of those were for the videos that were streamed live.





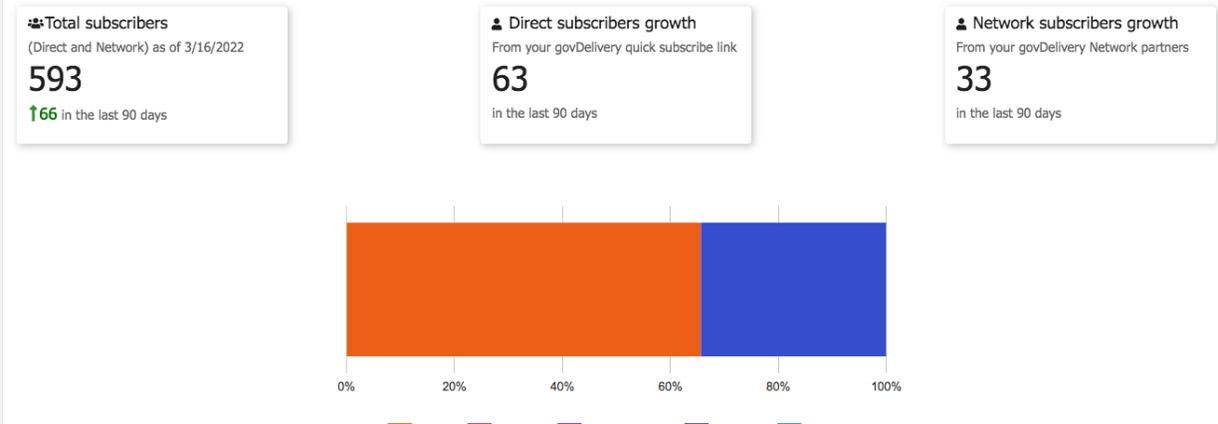
To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: March 15, 2022
Re: Meridian Township & HOMTV Website Analytics

The Meridian Township website saw 555,500 page views from January 1, 2022 to March 14, 2022. The Content Drilldown from Google Analytics shows the top ten pages most visited by users.

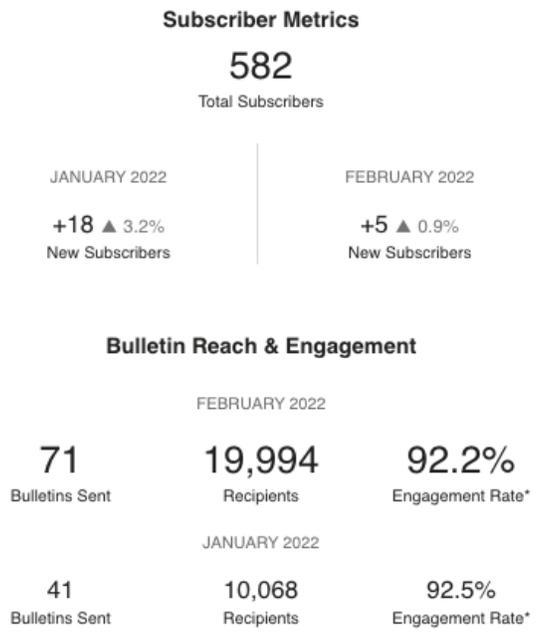


Memo to Communications Commission
March 15, 2022
Re: Website

Analytics from GovDelivery for the Meridian Township website shows 593 total subscribers, with 66 new subscribers in the last 90 days.

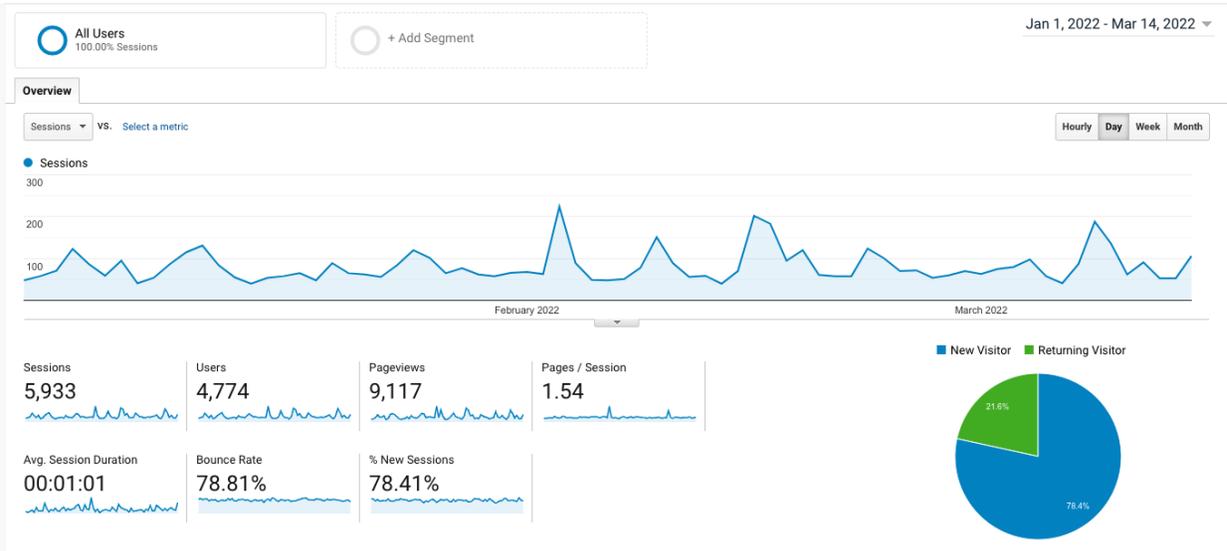


March stats from GovDelivery haven't been sent out, but this picture shows the number of bulletins sent in January and February. 71 bulletins were sent in February, with a 92.2% engagement rate.

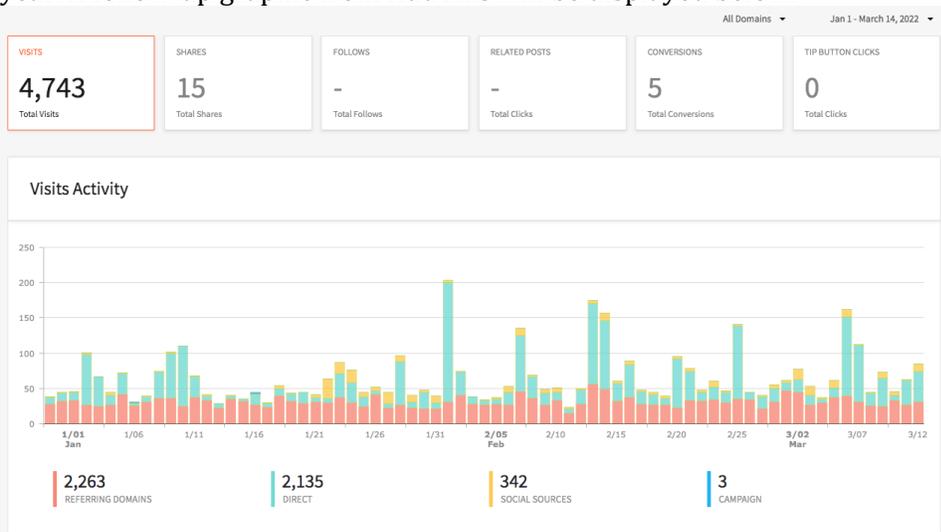


Memo to Communications Commission
March 15, 2022
Re: Website

The HOMTV website had 9,000 page views from January 1, 2022 to March 14, 2022. Of the 21,118 users, 78% were new visitors and 22% were returning visitors.



Analytics from AddThis showed a little under 5,000 visits to HOMTV’s website since the first of the year. A follow-up graphic from AddThis will be displayed below.



Memo to Communications Commission
March 15, 2022
Re: Website

AddThis also shows the top social sources that lead to site visits. Of the 342 total visits to HOMTV's website via social sources, Facebook was comprised of 304 visits.

Top Social Sources		342
		Total Visits
	Facebook	304
	Twitter	33
	LinkedIn	3
	Pinterest	2
CSV		



To: Communications Commission
From: Andrea Smiley, Social Media & PR Specialist
Date: March 17, 2022
Re: 1st Quarter Social Media Performance Summary

New Social Media Strategy

The new strategy and recommendations have given a boost to our social media accounts. We continually work to create more engaging content by analyzing the content that continues to reach the community. Engagement is key to meeting our Social Media goals. Staff is also looking at the type of content to post to each platform and the best time to post. In late 2021, the department's scheduling software added a scheduling planner based on trending times. By scheduling content at these trending times, we have seen a boost in engagement, as well.

Facebook

Meridian Township: Total Facebook followers YTD is 7,645. Total Facebook page reach from January 1 – March 17 was 56,130, which is an increase of 72.9%. Page and profile visits were 4,780 for the same period, which was an increase of 38.4%. The post with the highest amount of reach, 34,101 was about demolition beginning at the site for a new Trader Joe's.

HOMTV: Total Facebook followers YTD is 2,397. Total Facebook page reach from January 1 – March 17 was 4,991, which is a decrease of 60.4%. Page and profile visits were 759 for the same period, which was a decrease of 31.1%. The post with the highest amount of reach, 966 was about the Okemos Road Bridge project.

Meridian Township Parks & Recreation: Total Facebook likes YTD is 2,369. Total Facebook page reach from January 1 – March 17 was 18,268, which is a decrease of 7.9%. Page and profile visits were 766 for the same period, which was an increase of 23%. The post with the highest amount of reach, 7,264 was about the handmade sled library available at North Meridian Road Park.

Harris Nature Center: Total Facebook followers YTD is 3,479. Total Facebook page reach from January 1 – March 17 was 20,077, which is an increase of 16.4%. Page and profile visits were 1,051 for the same period, which was an increase of 76%. The post with the highest amount of reach, 5,172 was about getting ready to snowshoe for the weekend and renting snowshoes at HNC.

Meridian Township Farmers' Market: Total Facebook likes YTD is 9,437. Total Facebook page reach from January 1 – March 17 was 28,878, which is a decrease of 32.2%. Page and profile visits were 1,935 for the same period, which was a decrease of 39.4%. The post with the highest amount of reach, 12,900 was about the first market for the new year, with the full vendor list.

Memo to Communications Commission
March 17, 2022
Re: 1st Quarter Social Media Performance
Page 2

Meridian Township Fire Department: Total Facebook likes YTD is 2386. Total Facebook page reach from January 1 – March 17 was 4,816, which is a decrease of 83.7%. Page visits were 387 for the same period, which was a decrease of 59.7%. The post with the highest amount of reach, 1,892 was about the heavy snowfall and tips to be prepared.

Twitter

Meridian Township: Total followers YTD are up to 3,208 which is an increase of 14%. Twitter impressions from January 1 – March 17 equaled 20,918 with 4,345 profile visits. The top tweet, which earned 413 impressions during the period, was about SB Okemos Road closure. The top mention, earning 60 engagements, was a tweet from @jakelyskawa about Okemos Rd bridge. The top media tweet, which earned 392 impressions, was about reminding community members about Meridian Cares fundraiser at Chipotle.

HOMTV: Total followers YTD are at 1,783, a decrease of 2. Twitter impressions from January 1 – March 17 equaled 11,037 with 2,205 profile visits. The top tweet, which earned 383 impressions during the period, was about Disney's Frozen opening at the Wharton Center. The top mention, earning 13 engagements, was a tweet from @elenacousino talking about her experience as a HOMTV Intern. The top media tweet, which earned 233 impressions, was about an interview with a cast member from Mean Girls showing at the Wharton Center.

Instagram

Meridian Township: Total Instagram followers for Meridian Township YTD equals 1904, an increase of 27 during the 1st quarter. Posts reached 1,811 accounts. Post interactions equaled 904, an increase of 86.7%. Content interactions equaled 940, an increase of 68.7% and accounts engaged equaled 322, an increase of 34.7%.

HOMTV: Total Instagram followers for HOMTV YTD equals 474, an increase of .2% during the 1st quarter. Posts reached 515 accounts. Post interactions equaled 81, a decrease of 68.2%. Content interactions equaled 114, a decrease of 57.8%. Accounts engaged equaled 50, a decrease of 45.7%.

The challenge is to continue with engaging content during the semester breaks while maintaining a good balance of posts.

Harris Nature Center: Total Instagram followers YTD equals 706, an increase of 8.4% during the 1st quarter. Posts reached 1,034 accounts. Post interactions equaled 549, an increase of 44%. Content interactions equaled 582, an increase of 41.9%. Accounts engaged equaled 163, an increase of 21.6%.

Memo to Communications Commission
March 17, 2022
Re: 1st Quarter Social Media Performance
Page 3

Meridian Township Farmers' Market: Total Instagram followers YTD equals 1,003, an increase of 1.2% during the 1st quarter. Posts reached 901 accounts. Post interactions equaled 255, a decrease of 3.8%. Content interactions equaled 255, a decrease of 3.8%. Accounts engaged equaled 97, an increase of 4.3%.

LinkedIn

Meridian Township: Total LinkedIn followers are up to 603. Post impressions is at 6.4K, an increase 75.4%. The account also had 45 unique visitors.

HOMTV: HOMTV LinkedIn has 1208 followers. Total impressions equaled 681, and 25 unique visitors.

NextDoor – Meridian Township has an agency account, which is a communication platform for neighborhoods to connect and have conversations about everything from finding a babysitter to learning about what is happening in the Township. Nextdoor continues to be the best method of communicating various information to the community.

Total members equals 11,596, an increase of 342 new members.

Constant Contact – The Communications Team sends out a weekly eNewsletter, Meridian Happenings and assists with the monthly eNewsletter, the Green Gazette created by the Green Meridian team.

In January, after the launch of the newly branded Meridian Happenings newsletter, staff launched a newly branded Green Gazette. Currently, we have 9,866 contacts with an average open rate of 44%, which is above the industry average of 33.89%. This percent remains high because the newsletter is shared on our social platforms and sent to contacts that have stated they want to receive information about the Township. The newsletter is our second best means of communicating information to residents.



Communications
Commission

Publications/ Promotions

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A PRIME COMMUNITY



Meridian Happenings - March 15, 2022

SPOTLIGHT

Harris Nature Center Summer Camps Open



Registration is now open for summer camp. Enjoy a 1-day, 2-day or 4-day adventure at the Harris Nature Center! All Day Camps are nature themed with an emphasis on conservation.

All camps are arranged and designed with age appropriate activities, including nature activities, hikes, games and crafts. Personal attention is given to each child by a dedicated Harris Nature Center Naturalist.

[LEARN MORE >](#)

NEWS



Youth & Adult Activities Available

The Parks & Recreation Department offers a variety of recreational programs for families



M-43 Project Virtual Meeting

The Michigan Department of Transportation (MDOT) invites community members to attend

and adults. Stay physically active this summer by participating in a youth or adult sports league.

[MORE INFORMATION >](#)

a virtual public meeting about the resurfacing of M-43 from Park Lake Road to Oak Pointe Court.

[MORE DETAILS >](#)



Daniels Drain Project Updates

Construction of the Daniels Drain in the Forest Hills Subdivision is estimated to begin March 29, 2022. Flyers will be posted online and on doors of properties that will be impacted prior to the start of construction.

[LEARN MORE >](#)



Okemos Road Bridge Demolition

Nashville Construction began the Okemos Road bridge removal after being delayed due to utility relocation of existing cables from the southbound bridge.

[MORE DETAILS >](#)



Meridian Talks Development

Join the Economic Development Department for the next Meridian Talks Development virtual public meeting. Community members are encouraged to attend for an update on the approved development projects taking place this year.

[MEETING DETAILS >](#)



ABR Grant Deadline Approaching

The State of Michigan recently announced the Afflicted Business Relief (ABR) grant allocating up to \$409 million of its American Rescue Plan Act (ARPA) funds to assist businesses. The deadline to apply is March 31, 2022.

[GRANT DETAILS >](#)

EVENTS / MEETINGS

MARCH

20

Vernal Pool Discovery

Learn about vernal pools and their magical inhabitants. [More Info](#)

MARCH

20

Trail Talk

Hit the trail with a naturalist for a guided walk. [More Info](#)

[VIEW CALENDAR >](#)



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**Haslett Robotics Club
Invited To World
Championship**

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**Disc Golf Construction at
Lake Lansing Park North**

[STORY HERE >](#)

**Fire Department Conducts
Ice Rescue Training**

[STORY HERE >](#)

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meridian.mi.us



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GREEN MERIDIAN



Green Gazette - March 2022 Issue #188

 **SPOTLIGHT: Sun Light**

Solarize Meridian Kicks Off



Solarize Meridian is an educational program to help residents learn about solar electric systems and purchase solar panels at a discounted price. Short in-person and virtual meetings will be held starting in the spring.

Tune in to a brief introduction at 9am, Wednesday March 2nd [here](#) on Zoom or [click here](#) to request a recording.

[LEARN MORE >](#)



Native Plant Gardening Class

Native Plant Sale



For those looking to prepare their gardens for the 2022 season, the Harris Nature Center will host a **Gardening with Native Plants class** on Tuesday, March 22 at 7:00 pm at 3998 Van Atta Road, Okemos. The class is taught by Vern Stephens of Designs by Nature.

[LEARN MORE >](#)

[RECYCLE * COMPOST * UPCYCLE](#)



The Harris Nature Center will host a Native Plants Sale on Saturday, May 7 from 9:00 am to 2:00 pm at 3998 Van Atta Road, Okemos. Michigan native shrubs, sedges, grasses, wildflowers, ferns and complete garden kits will be available. Order plants ahead of time or shop on the day of the sale.

[MORE DETAILS >](#)

[WETLAND WALKS](#)



The *Green Team*, Food to Compost Committee, Hammond Farms, *MSU Surplus Store and Recycling*, *Okemos Earth Club*, *My Green Michigan*, Okemos Community Church, and others provided upcycled items, composting demonstrations at the Marketplace on the Green last month. More events are planned for the spring. See pictures [here](#).

[BIN & BARREL SALE >](#)



Explore Meridian Wetlands on the first Wednesdays with Emma Campbell, Land Stewardship Coordinator. RSVPs appreciated (in case of changes, parking instructions, etc.).

For more on Meridian's wetland education and outreach campaign, visit www.meridian.mi.us/wetlands

[LEARN MORE >](#)



RESOURCES



ADD HEADLINE HERE

- ***Where Can I Recycle...?***
- ***Household Hazardous Waste***
- ***Meridian Recycling Center***
- ***Green Neighbors Network***
- ***Green Meridian Group on Facebook***
- ***Past Issues of the Green Gazette*** (or subscribe)
- ***Participate in a Wednesday Green Dialogue on Zoom***

(9AM Wednesdays... click here: <http://bit.ly/green-dialogue>)

RECYCLE |

STORMWATER |

SOLAR |

WETLANDS |

YOUR PART.....



5151 Marsh Road, Okemos, MI 48864 | 517.853.4466
meridian.mi.us/GreenMeridian



HARRIS NATURE CENTER



2022 SUMMER DAY CAMPS



 **Registration
Now Open!**

Harris Nature Center
3998 Van Atta Road
Okemos, MI 48864
517.349.3866
meridian.mi.us/hnc



Camp Registration Information

All day camps at the HNC are nature themed with an emphasis on conservation. Camps are arranged and designed with age appropriate activities. Personal attention is given to each child by a dedicated HNC naturalist, and all campers will receive a Harris Nature Center camp shirt. Registration is easy, just click [here](#). Payment is required at the time of registration and all camps will remain open until filled.



Things to Know Before Coming to Camp



Check out these tips to help you get prepared.



Toddlers

4 years and under (with an adult)



Nature Tots (4-Day Camp)

Introduce your little one (accompanied by an adult) to nature experiences with the help of a naturalist. Camp includes nature activities, stories, crafts and short walks.

Preschoolers

4 and 5 years old



2-Day Camps

Cool Critters:

The cold-blooded reptiles and amphibians are the stars of this camp! Campers will meet live critters and have fun in nature.

Crafty Critters:

Campers will be busy with nature crafts while learning about animals through fun games and activities.



4-Day Camps

Bug Buddies:

Buddy up with bugs of all shapes and kinds! We'll look under rocks, in the water and down in the dirt to discover all about these tiny critters living in our park.

Wild About Animals:

Fur, feathers, scales and slime! Campers will enjoy spending the week learning about all types of animals including those that live at HNC!



Entering Kindergarten and 1st Grade

1-Day Camps

Sensational Nature:

From plants to animals to sights and sounds, campers will explore all aspects of nature through crafts, activities and more!

Animal Babies:

Cubs, ducklings, fawns, tadpoles, owlets... Kids will enjoy learning all about baby animals at camp.

Turtle Time:

Learn about Michigan turtles! Find out where they live, what they eat, and learn some interesting facts about these reptiles.

Frogs and Friends:

How are frogs and toads different? What's an amphibian? Campers enjoy a day that is all about frogs!

Insect Adventures:

Campers will love finding and learning about insects during this camp.



Entering Kindergarten and 1st Grade



2-Day Camps

Animal Seekers:

Together we will explore the park, looking for the many animals that live in the forests, fields & along the river.

Feathery Friends:

Birds have many amazing talents! Enjoy learning all about Michigan birds during this camp.

Nature's Artists:

Campers will discover their artistic side while exploring the outdoors & creating nature inspired arts & crafts.

4-Day Camps

Amazing Animals:

Campers will meet many of the nature center's resident animals and observe animals in the wild too!

1-Day Camps

Animal Trackers:

Where did they go and why?
Follow the signs of different animals through the woods learning about them as you go.

Birds, Birds, Birds:

In flight, in water, or on land!
We'll explore bird habitats, use binoculars and learn all about birds.

Snakes Alive:

At this camp, learn all about Michigan snakes, their incredible adaptations and search for them along the trails too.

Animal World:

Campers will meet animals, learn how they are connected in life and have fun exploring nature.

River Rascals:

What lives in and around the river? During this camp, we will explore the Red Cedar River habitat and find out what lives there!



nd 3rd Grades



2-Day Camps

Bug Catchers:

Insects, spiders and invertebrates of all kinds invade this camp and we'll have a great time investigating them all!

Grossology:

Explore some of nature's grosser things like owl pellets, how bees make honey and what it's like to be a vulture.

Nature's Artists II:

If you love being creative, this camp is for you! Campers will have fun while creating arts and crafts each day.

4-Day Camps

Animal Adventures:

Birds, bats, snakes, turtles and so much more! Campers will be immersed into the habits and characteristics of Michigan wildlife.

Entering 4th - 6th Grades



1-Day Camps

Treasure Hunters:

Campers will go geocaching, letterboxing and create their own geocaching swag!

Out of This World:

Through experiments and projects, we will have fun learning about clouds, weather and outer space!

Welcome to the Wilderness:

Learn basic survival skills like identifying useful plants, building a fire and knot tying.

Rock Hounds:

Discover many fascinating rocks and learn all about Michigan fossils.

Wildlife Explorers:

Kids will connect with animals as they explore their habitats and spend time with the HNC critters.

Entering 4th - 6th Grades



2-Day Camps

River Explorations:

Explore the Red Cedar River in search of fish, crustaceans, amphibians, and insects!

Predator Camp:

Michigan predators can be found on land, in the water, and in the sky! Learn all about their incredible hunting skills.

Reptiles & Amphibians:

Learn all about Michigan's reptiles and amphibians, search for local amphibians and meet some of HNC's resident reptiles.

4-Day Camps

Outdoor Adventures:

Every day is an adventure! Campers will learn outdoor skills like using a compass, GPS, following animal tracks, fire building and archery.



- 8th Grades



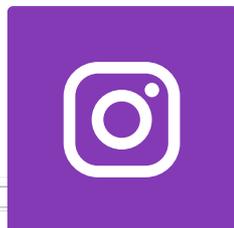
Counselor -in- Training

Older kids can have the best of two worlds. At this camp, kids entering 6th - 8th grades will learn how to help the younger campers have a good camp experience, while also spending time with their own age group.





See you this summer!



Harris Nature Center
3998 Van Atta Road
Okemos, MI 48864
517.349.3866
meridian.mi.us/hnc



Join the celebration!

Celebrate Meridian is a community festival bringing together families, neighborhoods and businesses in Meridian Township.

Activities include live music, food vendors, beer & wine tent, children's area and much more!

Join us in creating an exciting atmosphere full of fun!

Festival information is available at meridian.mi.us.



Become a sponsor!

Send completed form & payment to:

Attn: Miriam Mattison, Finance Director
Meridian Township
5151 Marsh Road
Okemos, MI 48864

Make check payable to: Meridian Township

Sponsorship Type:

Contact Person:

Street Address:

City, State & Zip:

Phone:

Email:

Contact:

Meridian Township
Parks & Recreation Department
517.853.4600
parks@meridian.mi.us



meridian.mi.us



Celebrate **MERIDIAN FESTIVAL**

Saturday, June 25, 2022



Sponsorship Opportunities

TITLE SPONSORS: \$3,000

- Logo on 250 giveaway items
- Logo on large main stage banner
- Logo on pre-event marketing materials & promotions
- Logo on event webpage
- Recognition in media advertisements
- Logo on event-day brochure
- Recognition announcements during event
- Free vendor booth at event

MAIN STAGE SPONSORS: \$2,000

- Logo on large main stage banner
- Name on pre-event marketing materials & promotions
- Name on event webpage
- Logo on event-day brochure
- Recognition announcements during event
- Free vendor booth at event

BEER TENT SPONSORS: \$1,500

- Logo on Beer Tent signage
- Name on pre-event marketing materials & promotions
- Name on event webpage
- Name on event-day brochure
- Free vendor booth at event

FIREWORKS SPONSORS: \$1,500

- Logo on Fireworks Area signage
- Name on pre-event marketing materials & promotions
- Name on event webpage
- Name on event-day brochure
- Free vendor booth at event

FOOD TRUCK SPONSORS: \$1,000

- Logo on Food Truck Area signage
- Name on pre-event marketing materials & promotions
- Name on event webpage
- Free vendor booth at event



ACTIVITY SPONSORS: (Children's Area, Community Mural & Car Show Sponsors) \$750

- Name on signage near activity sponsored
- Name on pre-event marketing materials & promotions
- Name on event webpage
- Free vendor booth at event

IN-KIND OR MEDIA SPONSORS:

Special arrangements may be made with the Parks & Recreation Department. Please email parks@meridian.mi.us to discuss options.