



**AGENDA**  
**MERIDIAN TOWNSHIP**  
**COMMUNICATIONS COMMISSION**  
**REGULAR MEETING**  
**August 19, 2020 6:00 PM**

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1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
  - A. June 17, 2020 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
  - B. Chair's Report
  - C. Township Board Liaison's Report
8. DISCUSSION ITEMS
  - A. 2021 Communications Department Goals
9. COMMUNICATIONS
  - A. Compliments/Complaints
10. REPORTS
  - A. Video Service Provider (s)
  - B. Programming
    1. Your Choice 2020 Primary Election Coverage
    2. Program Totals and Video On-Demand Analytics
  - C. Website & Social Media
    1. Website Analytics
    2. Social Media Analytics
  - D. Promotions/Publications
  - E. Finance
  - F. HOMTV Internship/Alumni
10. PUBLIC REMARKS
11. ADJOURNMENT

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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 Director, Deborah Guthrie, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4830 - 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  
5151 Marsh Road, Okemos, MI 48864  
Zoom Meeting  
Wednesday, June 17, 2020 6:00 pm

PRESENT: Chair, Tunga Kiyak, Vice Chair, Walter Benenson; Commissioner, Leslie Charles; Commissioner, Mike Nevels, Commissioner, Brian Seipel, Alternate Commissioner, Riti Adhi and Alternate Commissioner, Deborah Guthrie.

ABSENT: None

STAFF: Brandie Yates, Communications Manager

TOWNSHIP: Kathy Ann Sundland

COUNSEL: N/A

COMCAST: John Gardner, Director of External Affairs

1. **CALL MEETING TO ORDER**

Chair Kiyak called the meeting to order at **6:00 pm**.

4. **APPROVAL OF AGENDA**

Chair Kiyak moved **TO APPROVE THE AGENDA AS SUBMITTED**. Seconded by Commissioner Charles and Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Vice Chair Benenson moved **TO APPROVE THE MINUTES FOR WEDNESDAY, FEBRUARY 12, 2020 REGULAR MEETING**. Seconded by Commissioner Charles and Alternate Commissioner Guthrie.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Communications Manager provided an update on the Communications Department Goals, as well as the mid-year report. Discussion about what the department's communication focus has been during the first half of the year, due to COVID-19. Also, discussed the equipment 5-year plan as it relates to the budget and the status of the department's franchise and revenue fees.

The Commission was concerned about the drop in revenues when compared to the 5-year equipment plan. Recommendation is to spend more before the revenues fall even more. Another concern relating to the equipment is about the lack of air conditioning while the Township replaces the HVAC system. The Communications Department has 2 portable air conditioning units to keep the running equipment cool.

Commissioner Nevels offered to donate some office chairs for the control room.

## Minutes – Communications Commission

June 17, 2020 6:00 pm

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### 7. CHAIRS REPORT

Commission Chair shared appreciation and gave praise to the Communications Department staff for keeping the community informed while working remotely.

### TOWNSHIP LIAISON REPORT

Provided a report about items the Township Board has been working on, including the Meridian Cares Emergency Needs Fund to include COVID-19 dollars, an Annual Report for the DDA, and the Haslett Brownfield Plan,

A question was asked about the Village of Downtown Okemos project concerning delays. There were discussion about the Township trying to work with the developer on the finances and getting the remaining buildings that are part of the project demolished and also that the cleanup went way above the original budget.

### 8. ACTION ITEMS

Chair Kiyak moved **TO APPROVE THE RECOMMENDED 2021 EQUIPMENT BUDGET.** Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously

### 9. COMMUNICATIONS

HOMTV awarded nationally for Overall Excellence from the Alliance for Community Media for the 3<sup>rd</sup> year in a row.

Comcast representative provided an update. Comcast response to COVID-19 is to keep people connected and to get more people connected by relaxing the data plans. Comcast also made a pledge to not disconnect and late fees will not be charged. Families have been offered 2 months free on internet essentials program. Internet Essentials plan expanded. The help will stay in effect through June 30<sup>th</sup>.

### 10. PUBLIC COMMENTS

John Esser – Received a letter about election interviews, when do they start? Communications Manager will send a follow up email. Also had a question about funding for HOMTV and the Communications Department and where the PEG and Franchise Fees come from and how can they be used.

Short discussion about the 2020 Census and the percentage for the Township, as well as how the Communications Commission can help increase the percentage. Currently the Township is at 74%,

### 13. ADJOURNMENT

Vice Chair Benenson moved **TO ADJOURN THE MEETING.** Seconded by Commissioner Seipel.

VOICE VOTE: Motion carried unanimously

Chair Kiyak adjourned the meeting at 6:41 pm.



Communications  
Commission

# Discussion Items



8. A

**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: August 14, 2020**  
**Re: 2021 Communications Department Goals**

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With approximately five months remaining in 2020, staff continually evaluates the progress of the 2020 Communications Department Goals and Action Plan and begins to look at potential goals for the Department in 2021. Due to COVID-19, a few of goals from 2020 will need to continue into 2021 including the Digital Conversion into the HOMTV Video Archive System, seeking Additional HOMTV Revenue Sources and Expanding Township Branding Efforts.

Potential 2021 goals include:

- Revisit an external Communication Needs Assessment to survey and analyze if the television programming, marketing and communications efforts from the Department is meeting the needs of Township residents.
- Re-evaluate the goals and purpose of CAMTV and work to strengthen programming and participation of community producers and organizations.
- Launch a HOMTV podcast to capture additional audiences and increase awareness.
- Undergo a Township website design refresh, which was included in the original agreement.

Staff is asking the Communications Commission to discuss suggested goals for the Communications Department to consider for 2021. The 2021 goals for the Department will be finalized and submitted at the end of the year.



## 2020 COMMUNICATIONS DEPARTMENT GOALS AND ACTION PLAN

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### **Strategic Communications & Marketing Plan**

Streamline the structure of the Communications Department's services to reflect the reorganization of the Department in 2019. Develop and implement a Strategic Communications and Marketing Plan that includes a multi-platform content timeline, statistic goal benchmarking and internal audit of communications/marketing needs. Create a contingency plan to continue HOMTV live meeting coverage in the event the Multimedia Production and Operations Specialist is absent.

### **Website Review & Enhancements**

The new Township website was launched in September 2017, industry standard states a website should be reevaluated and revamp every 2-3 years. In 2020, staff will conduct an audit of all web pages and redesign as necessary. The ability to make payments, create rental reservations and manage business listings are among the enhancements staff looks to implement on the website in 2020. Additional staff website training will also take place to maximize efficiency.

### **Branding Efforts**

Work with departments on onboarding processes of new employees to include brand standard staff training, standardized email signatures and settings as well as the implementation branded templates. Assist with the expansion of external branding signage including new community pride signage at the major entry points to Meridian Township.

### **Census Count Committee**

Work with a diverse group of community leaders to increase awareness and motivate residents to respond in the 2020 Census.

### **Digital Conversion into HOMTV Video Archive System**

Continue the digital conversion of historic programming and footage from tape/DVD formats into the HOMTV Video Archive System. Streamline processes and continue training staff and interns on tagging meta data as well as the utilizing the system and archived footage.

### **Additional HOMTV Revenue Sources**

Continue seeking additional revenue sources for HOMTV. Staff looks to create a marketing plan for the Alumni Giving Program in 2020 that includes involvement by the Communications Commission. They also seek to continue offering the Media Camp for Kids.



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# Programming



10. B1

**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: August 14, 2020**  
**Re: Your Choice 2020 Primary Election Coverage**

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HOMTV continued its tradition of excellence with award-winning election programming. Your Choice 2020 is a series of programs designed to help educate the public on candidates running for office and ballot proposals. Due to COVID-19 and construction occurring in HOMTV's Studio and Control Room, this year's election coverage was mostly conducted virtually utilizing the Zoom Video Communications Platform. HOMTV provided election coverage leading up to the Primary Election featuring the following:

- 11 Candidate Interviews for four Local Contested Races
- 3 Candidate Interviews for two Local Uncontested Races
- 2 Proposal Interview Programs (911 Millage Renewal and Elder Persons Millage)
- 1 Election Information Interview Program (Voting information and updates from the Township Clerk's Office)

The cornerstone of HOMTV's Your Choice 2020 Primary Election Series was LIVE Primary Election Night coverage on Tuesday, August 4th. HOMTV provided viewers with detailed analysis of races and ballot proposals as well as LIVE results. Township Manager Frank L. Walsh joined the HOMTV Election Coverage on-air team. Eleven HOMTV Interns and two HOMTV Alumni Members provided news articles, conducted interviews and played a large role in producing the following coverage:

- 3 hour Live Primary Election Night Coverage on HOMTV Comcast Channel 21, HOMTV.net, HOMTV Facebook Live and HOMTV YouTube Live.
- 10 Live Studio Interviews about 2020 Township Projects
- 4 Live Candidate Interviews in the field
- 1 Live Project Update Interview in the field
- 2 Reporter Live Shots in the field
- Facebook Live Stats = 855 page views, 2,255 people reached, 191 engagements, 6 shares.
- Swagit Stats: Live stream = 24 page views.

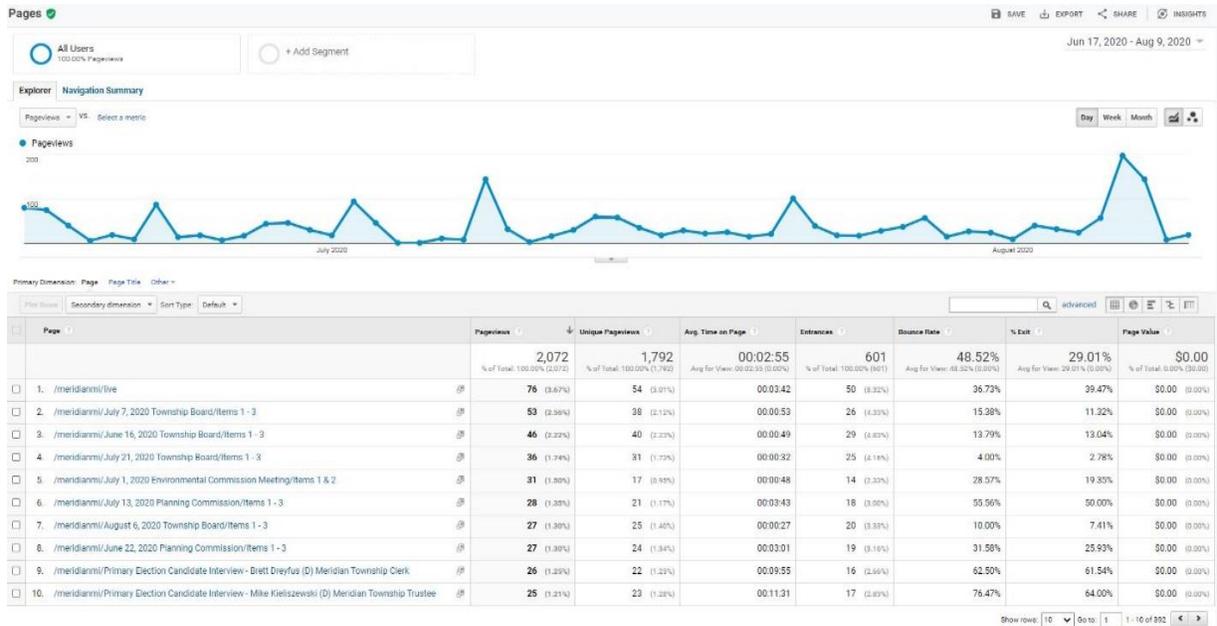
General Election Coverage will begin in September.



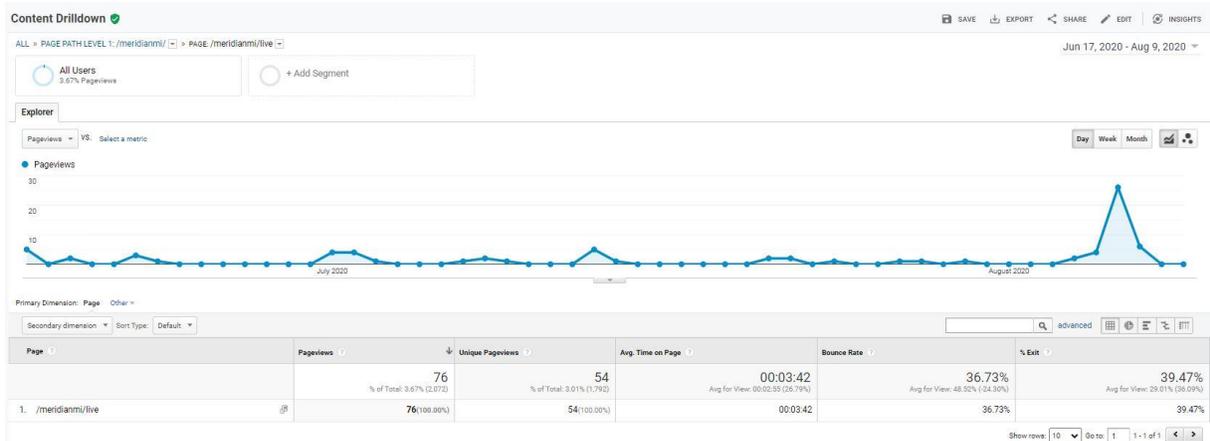
**To:** Communications Commission  
**From:** Samantha Diehl, Multimedia Production & Operations Specialist  
**Date:** August 14, 2020  
**Re:** Program Totals and Video On-Demand Analytics

Between June 17, 2020 and August 9, 2020, HOMTV produced a total of 8 Meridian Live meetings, 18 Your Choice 2020 Primary Election programs, 2 Meridian News Now programs and 13 Zoom Interviews/News Packages.

HOMTV on-demand programming, provided by Swagit, received 2,072 page views with 1,792 unique page views between June 17, 2020 to August 9, 2020 (Please see chart below).



HOMTV live stream, provided by Swagit, received 76 page views with 54 unique page views between June 17, 2020 to August 9, 2020 (Please see chart below).





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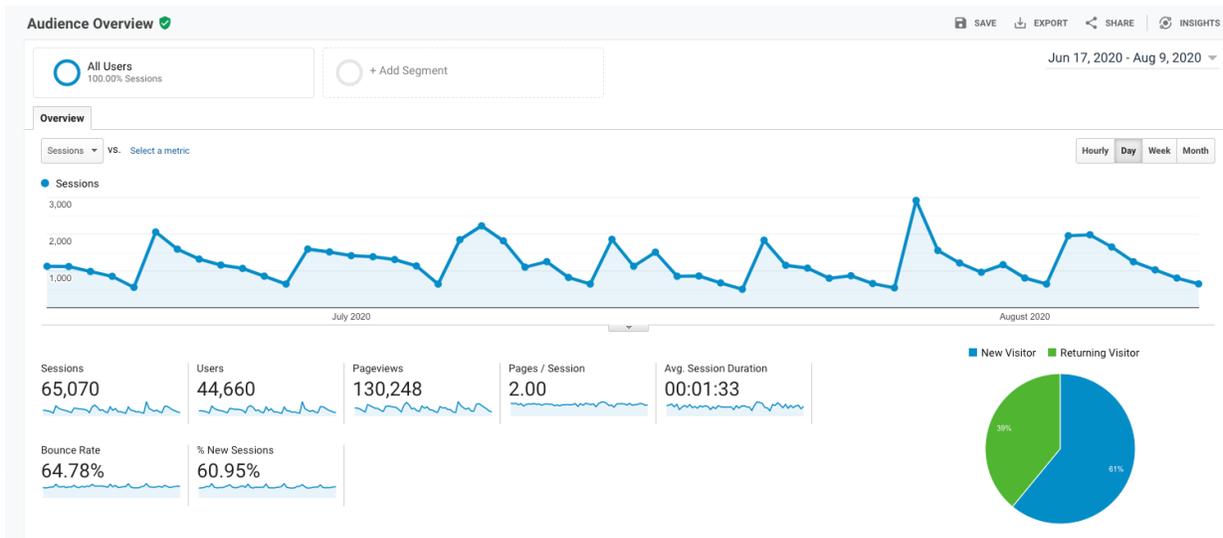
# Website Analytics



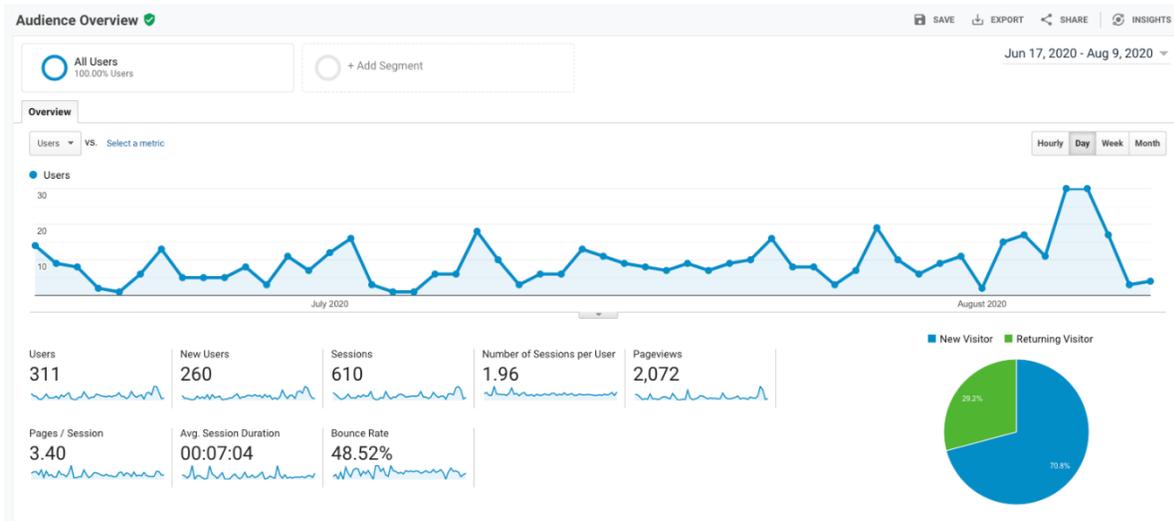
**To:** Communications Commission  
**From:** Samantha Diehl, Multimedia Production & Operations Specialist  
**Date:** August 14, 2020  
**Re:** Meridian Township & HOMTV Website Analytics

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Between June 17, 2020 and August 9, 2020, the Township website had a total of 44,660 users, 130,248 pageviews and 65,070 sessions. Each session lasted approximately 1.3 minutes.



Between June 17, 2020 to August 9, 2020, the HOMTV website had 260 new users with 2,072 page views with approximately 2 sessions per user. The average session time was 7 minutes.





**To:** Communications Commission  
**From:** Andrea Smiley, Social Media & PR Specialist  
**Date:** August 13, 2020  
**Re:** Social Media Performance Summary

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### Social Media Performance Summary

**Facebook** – Staff manages eight Facebook pages for the Township. Staff is directly responsible for the Meridian Township and HOMTV pages, and indirectly responsible for the other six, which consist of Meridian Township Fire Department, being the highest priority.

**Meridian Township:** Total Facebook likes YTD are 6,242 with an increase of 57 likes since the beginning of July. Total Facebook followers are 6767, a decrease of 27 followers since the beginning of July. Total Facebook reach from July 1 - August 13 was 50,063. The post with the greatest reach (2,300 on August 11th) was about the chemical treatment scheduled at Lake Lansing.

**HOMTV:** Total Facebook likes YTD are 2,003 with an increase of 20 likes since the beginning of July. Total Facebook followers YTD are 2234, a decrease of 45 followers since the beginning of July. Total Facebook reach from July 1 - August 13 was 19,433. The post with the greatest reach (2,600 on August 6th) was about Meridian Township's Fire Chief awarding 3 citizens with a Life Saving Award.

**Twitter** – Staff manages only two Twitter accounts: one for the Township and one for HOMTV.

**Meridian Township:** Total Twitter impressions for the month of July were 29,300 with 200 profile visits. Total Twitter impressions MTD for August are 13,500 with 104 profile visits. The top tweet, which earned 1,205 impressions during the month of July, was about the 2020 Census and how responding to the survey can help the community rebuild after COVID-19. The top mention, during the month of July earning 145 engagements, was a tweet from Ashley Sandborn with pics of Meridian Township parks and trails. The top media tweet, which earned 820 impressions, was in celebration of Parks & Rec Month and encouraging followers to participate in the #WhereInTheTownship challenge.

**HOMTV:** Total Twitter impressions for the month of July were 30,800 with 516 profile visits. Total Twitter impressions MTD for August are 146,000 with 390 profile visits. The top tweet, which earned 4539 impressions, was about the election results for Township Trustee and Clerk with 10 out of 19 precincts reporting. The top mention, during the month of July earning 32 engagements, was a tweet from intern Connie Rahbany posting a thumbs up as a smile behind her mask and holding up the "Welcome HOMTV Interns" sign. The top media tweet, which earned 4,514 impressions, was about Representative Elissa Slotkin discussing her reelection platform.

**Memo to Communications Commission**  
**August 13, 2020**  
**Re: Social Media Performance**  
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**Instagram** – Staff manages two Instagram accounts: one for the Township and one for HOMTV and assists with Harris Nature Center’s Instagram account.

**Meridian Township:** Total Instagram followers for Meridian Township YTD equals 1,499, an increase of 62 followers in approximately two months.

**HOMTV:** Total Instagram followers YTD equals 382, an increase of 7 followers in approximately two months.

**LinkedIn**

**Meridian Township:** Total LinkedIn followers are up to 497, an increase of 4 new followers since July 1, 2020. Post impressions equal 1,300 with 33 unique visitors.

**HOMTV:** Total LinkedIn followers are up to 1,189. Post impressions equal 1,100 with 32 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. The Communications Team posts messages to specific service areas or neighborhoods and verified residents automatically receive posts shared by the Township. Total members from the community equals 9,416 which is an increase of 234 residents since July 1, 2020. That 32% of the 22,418 households.