



**AGENDA**  
MERIDIAN TOWNSHIP  
COMMUNICATIONS COMMISSION  
REGULAR MEETING  
September 28, 2022 6:00 PM

---

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
  - A. June 22, 2022 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
  - A. Communications Manager 3<sup>rd</sup> Quarter Report
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
  - A. Chair's Report
  - B. Township Board Liaison's Report
  - C. Commissioner Reports
8. ACTION ITEMS
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  
Wednesday, June 22, 2022 | 6:00 pm

PRESENT: Vice Chair, Walter Benenson; Commissioner, Brian Seipel; Commissioner, Lisa Whiting-Dobson  
ABSENT: Township Clerk, Deborah Guthrie; Commissioner, Leslie Charles; Alternate Commissioner, Mike Nevells; Chair, Tunga Kiyak;  
STAFF: Brandie Yates, Communications Manager  
TOWNSHIP: None  
COUNSEL: None  
COMCAST/AT&T: None

**1. CALL MEETING TO ORDER**

Vice Chair Benenson called the meeting to order at **6:10 pm**. Introduction of new Commissioner Lisa Whiting-Dobson.

**2. APPROVAL OF AGENDA**

Vice Chair Benenson moved **TO APPROVE THE AGENDA AS SUBMITTED**. Seconded by Commissioner Seipel.

VOICE VOTE: Motion carried unanimously.

**3. APPROVAL OF MINUTES**

Commissioner Seipel moved **TO APPROVE THE MINUTES FOR WEDNESDAY, DECEMBER 8, 2021 REGULAR MEETING**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

**4. COMMUNICATIONS MANAGER REPORT**

**A. 2022 2<sup>nd</sup> Quarter Report**

Manager Yates will be resigning as Communications Manager after 12 years with the Township.

Manager Yates reviewed the 2<sup>nd</sup> quarter report. The Town Hall Project is moving along. The electrical has been done and supplies ordered. The installation will happen in September.

The Township website continues to be updated. There is an issue with the mobile website.

The Prime Meridian Magazine went in the mail in April. It was 16 pages long.

HOMTV web stream has a bandwidth issue. We will be updating our plan with Comcast.

Celebrate Meridian is scheduled for this Saturday, June 25<sup>th</sup>.

**B. Ingham County Broadband Task Force Update & Survey**

Manager Yates reported that Ingham County extended the survey through the end of June/early July. You can view the results so far. There was discussion of the marketing that is being done by Merit Network and getting minutes from the Ingham County taskforce meetings.

**5. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Communications Chair:

None.

Township Board Liaison:

None.

Commissioners Report:

None.

**6. ACTION ITEMS**

**A. 2023 Equipment Budget Recommendations**

Manager Yates reviewed the proposed 2023 equipment budget recommendations which include the following:

<u>Item</u>	<u>Est. Cost</u>
Field Camera System Replacement (1)	\$8,000.00
MAC Editing Computer Replacement (2)	\$6,000.00
Broadcast Audio Mixer Replacement (1)	\$5,000.00
Studio Lav Microphone Replacements (5)	\$1,000.00
CAMTV UltraNexus-HD Flex Replacement (1)	\$9,000.00

**Estimated Total: \$29,000.00**

Communications Staff is recommending PEG fees from 2022-2023 be allocated to replace curtains and sound proofing in the studio. The estimated cost is \$20,000. Please note, this request was originally before the Commission in 2021 for the 2022 budget which was not included in the approved 2022 Township Budget. Staff is requesting support again for this request for the 2023 budget.

Vice Chair Benenson moved **MAKE A RECOMMENDATION TO THE MERIDIAN TOWNSHIP BOARD TO APPROVE THE 2023 RECOMMENDED EQUIPMENT AND PEG FEE ALLOCATED PURCHASES.** Seconded by Commissioner Seipel.

VOICE VOTE: Motion carried unanimously.

7. **DISCUSSION ITEMS**

**A. Appointment of Alternate Communications Commissioner**

Currently, there is one vacancy on the Commission as alternate Communications Commissioner. Discussion was had about appointing an alternate Commissioner from the four applications received; however, the Commission stated it was not a pressing item at this time because there is currently one alternate. A suggestion was made that the Chair call the applicants to see if they are still interested in serving.

8. **COMMUNICATIONS**

**A. Compliments/Complaints**

Manager Yates discussed two Comcast complaints. There was discussion regarding helping residents to identify utility wires on their property.

9. **REPORTS**

**A. HOMTV Internship/Alumni**

Intern Appreciation Day is July 28<sup>th</sup>.

10. **PUBLIC REMARKS**

None.

11. **ADJOURNMENT**

Commissioner Seipel moved **TO ADJOURN THE MEETING**. Seconded by Commissioner Whiting-Dobson.

VOICE VOTE: Motion carried unanimously

Vice Chair Benenson adjourned the meeting at 6:57 pm.



Communications  
Commission

# COMMUNICATIONS MANAGER REPORT



## Communications Department 3rd Quarter Report July-September 2022

### Staffing Changes

The Communications Department went through significant staffing changes in the third quarter. Former Communications Manager Brandie Yates accepted a job with Capital Area Transportation Authority (CATA) after working 12 years for Meridian Township and HOMTV. Her last day was June 30, 2022. The job of Communications Manager was posted, and Multimedia Production and Operations Specialist Samantha Diehl was selected for the position. She started on August 15, 2022. The job posting for the new Multimedia Production and Operations Specialist closed on September 23, 2022, with 15 applicants. Communications Staff will work with Meridian Township Human Resources Director Abby Tithof to interview candidates and hire former Production Specialist Diehl's replacement as soon as possible.

### Road Construction Updates

The Communications Staff stayed busy providing road construction updates to the residents of Meridian Township. Projects that happened/continue to happen include the Okemos Road bridge replacement by the Ingham County Road Department, MDOT's Grand River Avenue/M-43 enhancement project, the Haslett Road/Park Lake intersection, and the 2022 Local Roads Program. The status of the projects was constantly evolving, and communication needed to be sent out often. The website would be updated once word was received from the Public Works Department, and the information was then shared on Township social media channels. Communications Staff also fielded and responded to resident complaints and questions regarding the projects.





**Communications Department  
3rd Quarter Report  
July-September 2022**

**Broadband**



The Ingham County Board of Commissioners have committed a portion of the County's American Rescue Plan (ARP) funds to surveying residents and businesses to identify gaps in internet service. The Ingham County Broadband Task Force has partnered with Merit Network to create a survey to gather this valuable information. The survey launched on April 4. The Communications Department has created a broadband webpage, shared the information and will continue to promote the survey across our platforms to encourage Meridian Township residents to participate.

- Survey: <http://MichiganMoonshot.org/Ingham>
- Additional Information: <https://bit.ly/MTwpBroadbandSurvey>

The information resident's provide will only be used to explore broadband access options. Understanding which households are connected to the internet at broadband speeds (25/3 mbps) is the critical first step towards addressing needs throughout the community. A member from each household in Ingham County should complete this survey, whether they pay for internet access at their property or not. Responses to the survey have been extended until October 1, 2022.

**Town Hall Room A/V Upgrades Project**

Most of the equipment for the Town Hall Room Upgrade Project has been delivered, but a key control panel piece won't arrive until December 2022 due to supply chain issues. Staff decided to move forward with a partial installation of the monitors and microphones, with the goal of a November 2022 installation time. Smart Homes/Small Offices needs four days to complete their work. Once they're finished, Communications Manager Diehl and MSU broadcast engineer Brian Kusch will make the A/V configurations from the Town Hall Room to the HOMTV Server and Control Rooms. Installation is contingent upon the Town Hall Room meeting schedule and Brian Kusch's availability. Staff decided it would be best to undergo any installation in the Town Hall Room until after the November 8 election.

**Marketing & Communications**

As part of the year-long Wetland Education Campaign (#BuildBacktheBuffer), the Communications team continues sharing information about wetlands in the Township across multiple platforms. Recently, a Contractor Notice Flyer and Resident Notice Flyer was created to be mailed out. The purpose of the fliers was to remind residents of the Wetland Ordinance and what can and cannot be done near a wetland buffer. More details about the campaign and educational information can be found on the Wetlands webpage on the Township website at [www.meridian.mi.us/Wetlands](http://www.meridian.mi.us/Wetlands).



## Communications Department 3rd Quarter Report July-September 2022

### 5th Year

Meridian Township Firefighters and Local Scouts

### Pancake Breakfast Fundraiser

Saturday, September 10

8:00 am - 11:00 am

### ALL YOU CAN EAT for \$5 Donation!

All proceeds will go to the MDA and the Local Scout Units' Campership/Scholarship Fund

Sponsored by:



2 | 42 Community Church - 2600 Bennett Road, Okemos

The Communications Team created promotional campaigns for Township events, department services and recruitment. These campaigns included press releases, event signage, pre-event signage, social media promotions, video promos, digital paid ads and website pages. The events included the Harris Nature Center's 25<sup>th</sup> anniversary, Pancake Breakfast, Fall Electronic Recycling Event, Elections, and the Meridian Heritage Festival. Other promotions included department recruitment ads, flyers and signage.

Fire recruitment efforts were increased during the third quarter. Staff put out paid promotional videos on Facebook in order to increase job applicants for the Meridian Township Fire Department. Recruitment efforts for both the fire and police department will continue throughout the rest of the year.





Communications Department  
3rd Quarter Report  
July-September 2022

## HOMTV Operations



**2022 NATOA Government Programming Awards**  
**Winners in Order with Award of Honors with Entry URLs**

**Category 1 - Public/Community Meetings**

Award of Excellence: "Meridian Live: Township Board Meeting - April 12, 2022" Meridian Township, MI

[https://www.youtube.com/watch?v=ytchHt-T\\_1Q](https://www.youtube.com/watch?v=ytchHt-T_1Q)

Award of Excellence: "Virtual Town Hall Meeting" City of Moreno Valley, CA,

<https://youtu.be/cSj9oL71J7E?t=311>

Award of Distinction: "Board of Supervisors Regular Meeting" James City County, VA,

<https://youtu.be/IThbR5OPdpA>

Award of Distinction: "LA City Council Meeting 12/3/2021" City of Los Angeles, CA

<https://www.youtube.com/watch?v=yLakoMxwf0s>

Award of Honor: "Allen City Council Meeting" City of Allen, TX <https://youtu.be/oaTPxB5KzMB8>

Award of Honor: "SFGovTV Public Meeting Coverage" City & County of San Francisco, CA

<https://youtu.be/atEYaZYxwKE>

HOMTV was selected as the first-place winner of the NATOA Government Programming Awards for the Public/Community Meetings category. The submission awarded first place was the April 12, 2022 Township Board meeting. HOMTV competed with the City of Moreno Valley, CA, James City County, VA, the City of Los Angeles, CA, the City of Allen, TX, and the City and County of San Francisco, CA. Winners were announced at the awards on September 1, 2022. It has been a decade since HOMTV last won a first-place award with NATOA.



Communications Manager Diehl was awarded a scholarship to attend the Alliance for Community Media's 2022 Annual Conference in Chicago, Illinois. The conference lasted from June 27-June 30 and allowed her to network with other PEG station employees from all around the United States, while also attending educational sessions. The photo above is from the conference group's visit to the Chicago Area Network Television (CANTV) station.



## Communications Department 3rd Quarter Report July-September 2022

HOMTV's internet bandwidth has been insufficient for the streaming capabilities needed to produce live productions. To address that issue, Staff signed a new contract with Comcast that will increase internet bandwidth. This will allow for full live streaming access moving forward, once Comcast completes their installation.

### **HOMTV Programming & Internship**



HOMTV's Your Choice 2022 Election coverage returned for the August primary. Three election interviews were conducted for the 2022 primary election. The interviews covered the ballot proposals in Meridian Township on the August ballot. Only representatives from two of the proposals responded to HOMTV's request for interview. The first interview was for the CADL district wide tax and the second and third interviews covered the medical marihuana ballot proposal.

The summer 2022 semester of the HOMTV Internship Program consisted of three interns. Former intern Courtland Jenkins returned to HOMTV in July to assist Communications Staff with programming, editing, event coverage, and meeting coverage. There will be three new interns for the fall 2022 semester, with two of the summer interns returning again. Communications Manager Diehl will be meeting with Township officials to discuss allowing a paid HOMTV internship program.



Communications  
Commission

# **Commission Members Reports & Announcements**



Communications  
Commission

# Action Items



Communications  
Commission

# Discussion Items



**To: Communications Commission**  
**From: Samantha Diehl, Communications Manager**  
**Date: September 23, 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. At the June 22, 2022 Communications Commission meeting, a suggestion was made for the Chair to call and see if applicants were still interested in serving.

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.



Communications  
Commission

# Compliments/ Complaints

# Individual Video Provider Customer Intakes

**Complaint Number** 2022-005

**Date** 8/10/2022

**Name**

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

**Unburied Cable**  **Waiting for Service**  **Missed Service Call**  **Cable Box**

**Bad Reception**  **Cable Out**  **Cannot Phone**  **Other**

**Bad Treatment**  **Bad Information**  **No Response to Request**

**Problem Description** Resident has been trying to get new Comcast internet service at her new house since March of this year. She stated that Comcast keeps telling her that Meridian Township is holding up the permits for the authorization to use the rights of way.

**Problem Before?** Yes **Ongoing**   **MPSC Information Given**

**Assigned Staff** Andrea

**Staff Response** Staff reached out to Comcast Regional Representative to look into the work

**Resolution** Comcast representative responded that the work is on track for completion in September, on or about the 9th of the month. Staff relayed the information to the resident.

# Individual Video Provider Customer Intakes

**Complaint Number** 2022-003

**Date** 8/23/2022

**Name**

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** None

**Reason for Calling** Inquiry

**Unburied Cable**  **Waiting for Service**  **Missed Service Call**  **Cable Box**

**Bad Reception**  **Cable Out**  **Cannot Phone**  **Other**

**Bad Treatment**  **Bad Information**  **No Response to Request**

**Problem Description** Resident saw work being done near her home and was inquiring whether it would provide her with internet service. She has been waiting for service to extend to her home for awhile.

**Problem Before?** No **Ongoing**   **MPSC Information Given**

**Assigned Staff** Andrea

**Staff Response** Staff let resident know that she would check with the regional Comcast representative to see if it was Comcast doing the work. Response from Comcast was that it wasn't their workers but that they hoped to have service provided to that area very soon. Staff then reached out to Township Public Works to see what company was performing the work. A permit was issued to MetroNet but they were stopping at Haslett and Cade street, so it wouldn't go far enough for this resident.

**Resolution** Staff reached back out to resident to let her know the situation and that she might try contacting MetroNet to see if they are planning any additional work extending to her home.

Sariah D. ♡

Sarah

Penelope ☺

Grace

Sophia

Cora

Thank you so much for taking  
the time to show my Cadettes  
around the station and earn their  
Digital movie maker Badges. They  
turned out great!

Kelly Bianchi



Communications  
Commission

# Video Service Provider



**To: Communications Commission**  
**From: Samantha Diehl, Communications Manager**  
**Date: September 19, 2022**  
**Re: Program Totals and Video On-Demand Totals**

---

**Program Totals (Year to Date): 39**

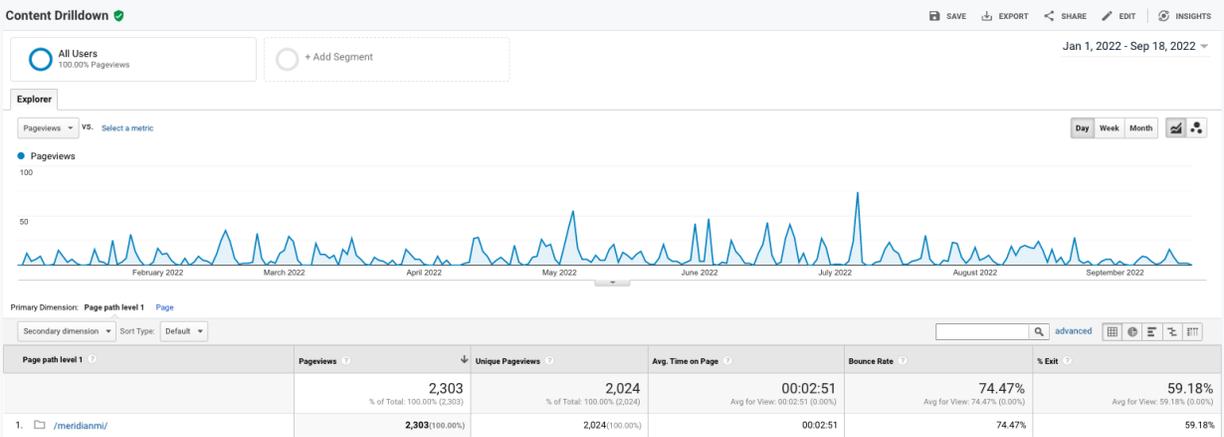
- Meridian Live:
  - Township Board: 16
  - Planning Commission: 13
  - Environmental Commission: 4
  - Zoning Board of Appeals: 6
  - Park Commission: 0
- Virtual View: 3
- HOM Entertainment: 4
- Special Features: 5
- Story Promos/PSAs: 30
- Sit-Down Interview Programs: 5
- Your Choice 2022: 3

**Video On-Demand Analytics on next page.**

**Memo to Communications Commission**  
**September 19, 2022**  
**Re: Programming**  
**Page 2**

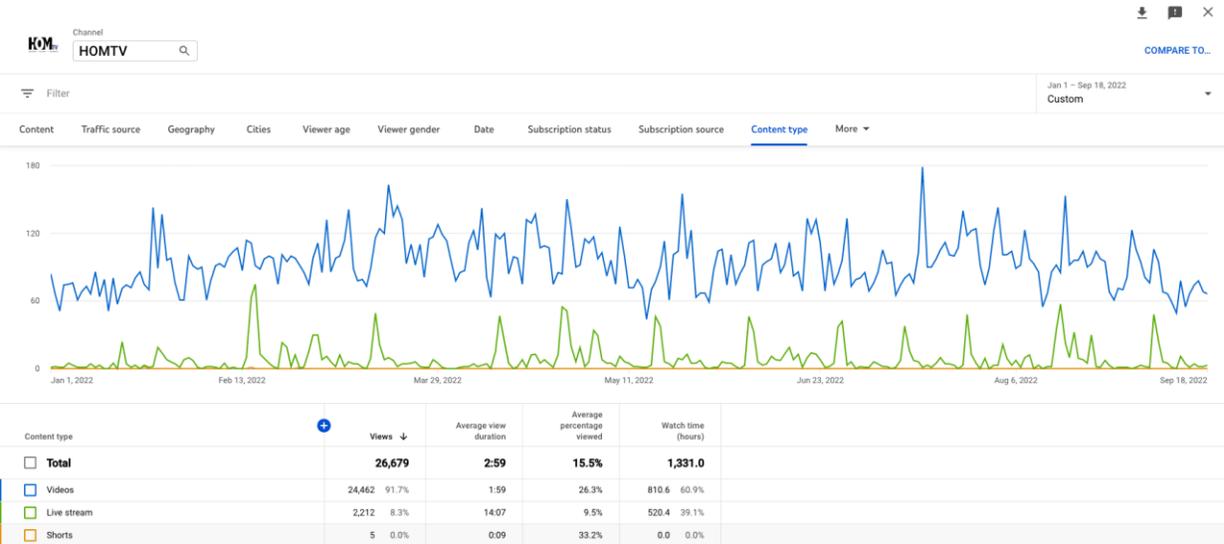
**HOMTV Website Video On-Demand (Swagit)**

HOMTV’s on-demand via Swagit has 2,303 views from January 1, 2022 to September 18, 2022.



**YouTube Live vs. Uploaded Content Stats**

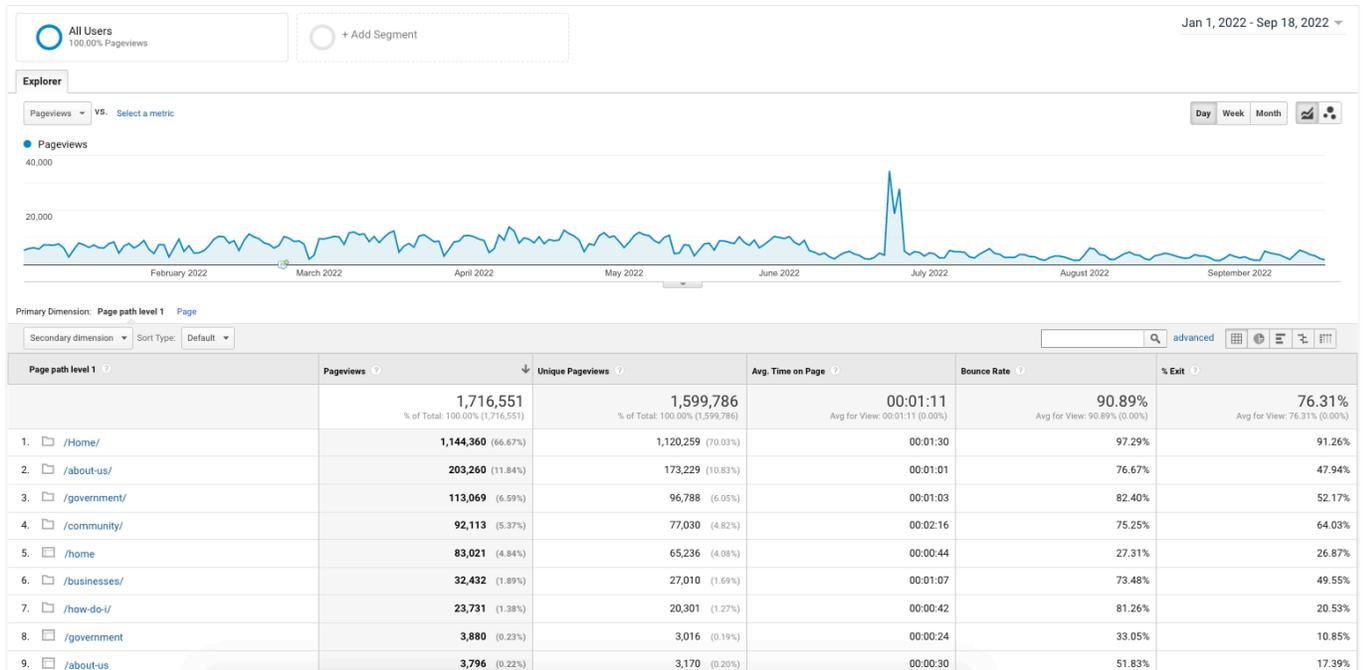
This graph shows the amount of HOMTV YouTube views based on uploaded content and live streams. Of the 26,679 total views, 24,462 (92%) of those were for uploaded content and 2,212 (8%) of those were for live-stream videos.





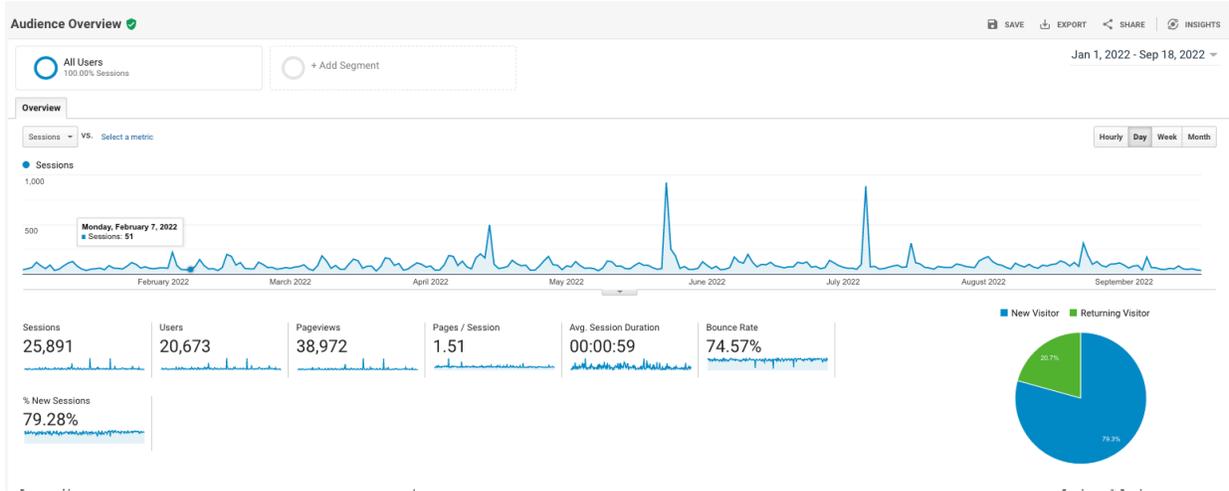
**To:** Communications Commission  
**From:** Samantha Diehl, Communications Manager  
**Date:** September 19, 2022  
**Re:** Meridian Township & HOMTV Website Analytics

The Meridian Township website saw 1.7 million pageviews from January 1, 2022 to September 18, 2022. The Content Drilldown from Google Analytics shows the top ten pages most visited by users.

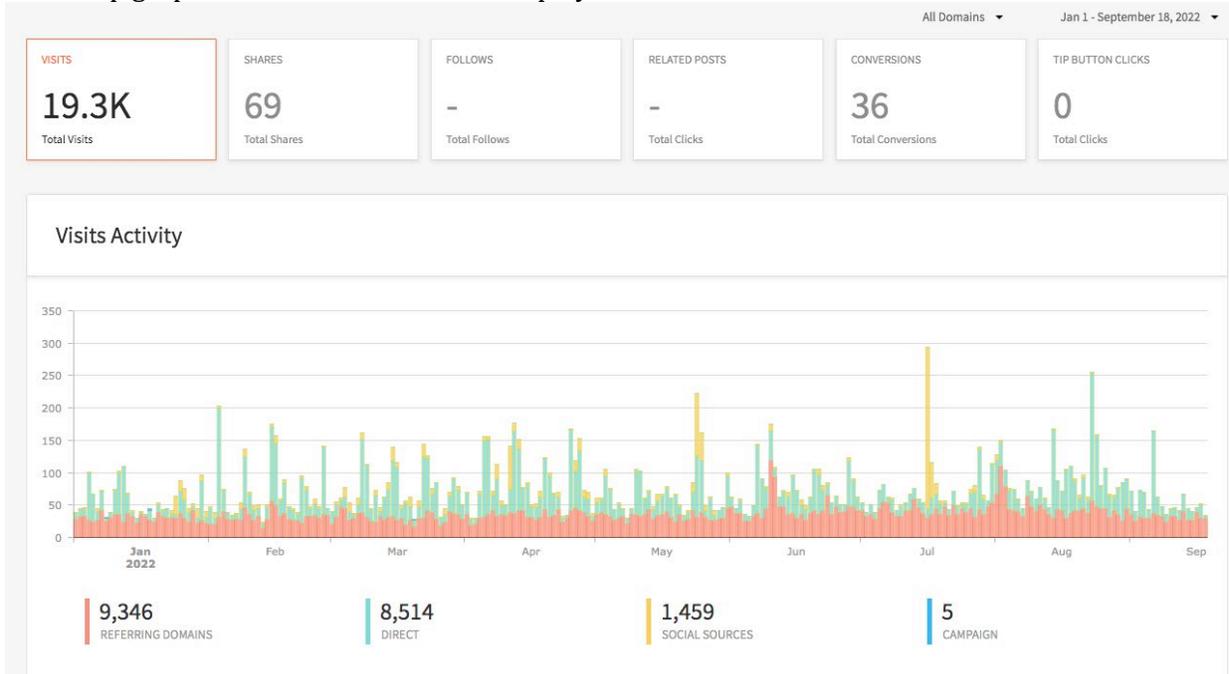


**Memo to Communications Commission**  
**September 19, 2022**  
**Re: Website Analytics**  
**Page 2**

The HOMTV website had nearly 39,000 pageviews from January 1, 2022 to September 18, 2022. Of the 20,673 users, 79% were new and 21% were returning.



Analytics from AddThis showed 19.3K visits to HOMTV’s website since the first of the year. A follow-up graphic from AddThis will be displayed below.



AddThis also shows the top social sources that lead to site visits. Of the 1,459 total visits to HOMTV's website via social sources, Facebook was comprised of 1.4K visits.

Top Social Sources		1,459 Total Visits
	Facebook	1.4K
	Twitter	76
	Pinterest	8
	LinkedIn	5
<a href="#">CSV</a>		



**To: Communications Commission**  
**From: Andrea Smiley, Social Media & PR Specialist**  
**Date: September 23, 2022**  
**Re: Social Media Performance Summary YTD**

---

### **Social News Desk Updates**

Recently, our social media scheduling software added the planner feature to all of the platforms. This allows us to post more accurately to the trends of when our audience is most engaged. Our social posts are now reaching more of our audience.

Another feature that was recently added is vertical video. This is a hot topic right now because so much of our audience is watching video on their smartphones. In order to get our video content in front of the most eyes as possible, we must tailor our content.

We have also started using more paid posts and advertising in order to build our reach. Due to the change in settings by most social platforms, organic posts are not being seen and the information is not getting out to the community members like it should.

### **Facebook**

**Meridian Township:** Total Facebook followers YTD is 8,226, which is an increase of 426 new followers. Total Facebook page reach from June 25 – September 23 was 83,639, which is a decrease of 4.2%. Page visits equaled 14,161, which was an increase of 10.2%.

**HOMTV:** Total Facebook followers YTD is 2,413, which is an increase of 15. Total Facebook page reach from June 25 – September 23 was 3,989, which is a decrease of 12.2%. Page visits were 61, which was a decrease of 23.6%.

**Meridian Township Parks & Recreation:** Total Facebook likes YTD is 2,916. Total Facebook page reach from June 25 – September 23 was 21,807, which is a decrease of 27.5%. Page visits were 2,832, which was an increase of 104.5%.

**Harris Nature Center:** Total Facebook followers YTD is 3,696, which is an increase of 140. Total Facebook page reach from June 25 – September 23 was 17,047, which is a decrease of 15.1%. Page visits were 674 which was a decrease of 17.5%.

**Meridian Township Farmers' Market:** Total Facebook likes YTD is 10,823, which is an increase of 861. Total Facebook page reach from June 25 – September 23 was 322,388, which is a decrease of 328.8%. Page visits were 11,163, which was an increase of 69.1%.

**Meridian Township Fire Department:** Total Facebook likes YTD is 2,495, which is an increase of 645. Total Facebook page reach from June 25 – September 23 was 50,535, which is an increase of 24%. Page visits were 1,018, which was an increase of 34.5%.

**Memo to Communications Commission**  
**September 23, 2022**  
**Re: Social Media Performance Summary YTD**  
**Page 2**

**Twitter**

**Meridian Township:** Total followers YTD are up to 3,312 which is an increase of 20 since the 2nd quarter. Twitter impressions from July 1 – September 23 equaled 24,029 with 4,587 profile visits. The top tweet, which earned 372 impressions during the period, was about SB Okemos Road closure between Lake Lansing and Haslett Roads. The top mention, earning 45 engagements, was a tweet from @estivers about the ballot for the August Primary Election. The top media tweet, which earned 250 impressions, was about the land acquisitions for Phase I and II of the MSU to Lake Lansing Trail being complete.

**HOMTV:** Total followers YTD are at 1,781, an increase of 4. Twitter impressions from July 1 – September equaled 2,655 with 559 profile visits. The top tweet, which earned 318 impressions during the period, was about CADL announcing Thomas Moore as the new Regional Head Librarian. The top mention, earning 4 engagements, was a tweet from @meridiantwp talking about the Meridian Happenings newsletter. The top media tweet, which earned 88 impressions, was about the construction at Haslett and Park Lake intersection.

**Instagram**

**Meridian Township:** Total Instagram followers for Meridian Township YTD equals 2017, an increase of approximately 2.6% over the 2nd quarter. Profile visits equaled 771, which was an increase of 8.4%. Posts reached 3,406 accounts. Post interactions equaled 1,237. Content interactions equaled 1,515, an increase of 15.7% and accounts engaged equaled 373, a decrease of 13.5%.

**HOMTV:** Total Instagram followers for HOMTV YTD equals 478, an increase of 1.2% over the 2nd quarter. Posts reached 36 accounts. Post interactions equaled 1, a decrease of 66.7%. Content interactions equaled 1, a decrease of 94.5%. Accounts engaged equaled 1, a decrease of 90%.

We are hoping to build the account back up with our new semester of interns. We need to find a way to keep the accounts active in between semesters.

**Harris Nature Center:** Total Instagram followers YTD equals 786, an increase of 5.9% over the 2nd quarter. Posts reached 766 accounts. Post interactions equaled 371, a decrease of 26.4%. Content interactions equaled 419, a decrease of 21.1%. Accounts engaged equaled 126, a decrease of 10%.

**Memo to Communications Commission**  
**September 23, 2022**  
**Re: Social Media Performance Summary YTD**  
**Page 3**

**Meridian Township Farmers' Market:** Total Instagram followers YTD equals 1,186, an increase of 0.4% over the 2nd quarter. Posts reached 1,618 accounts. Post interactions equaled 7796, an increase of 74.2%. Accounts engaged equaled 215, an increase of 64.1%.

**LinkedIn**

**Meridian Township:** Total LinkedIn followers are up to 684. Post impressions is at 4.4K, which is an increase of 82.8%. The account also had 42 unique visitors and 13 new followers.

**HOMTV:** HOMTV LinkedIn has 1,217 followers. Total impressions equaled 152, with 19 unique visitors and 5 new followers.

**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 12,253, an increase of 307 new members since 2nd quarter.

**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.

Currently, we have 9,717 contacts with an average open rate of 47% and click rate of 14%, which are all above the industry average by 10%. 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**



Communications  
Commission

# Finance



Communications  
Commission

# **HOMTV Internship/Alumni**