



CHARTER TOWNSHIP OF MERIDIAN
Communications Commission Regular Meeting **APPROVED** minutes
Virtual via Zoom Conferencing
Wednesday, June 2, 2021 6:00 pm

PRESENT: Vice Chair, Walter Benenson; Commissioner, Leslie Charles; Alternate
Commissioner, Riti Adhi
ABSENT: Chair, Tunga Kiyak; Commissioner, Brian Seipel; Commissioner, Mike Nevells
STAFF: Brandie Yates, Communications Manager; Derek Perry, Deputy Township
Manager
TOWNSHIP: Deborah Guthrie, Township Board Liaison/Township Clerk
COUNSEL: N/A
COMCAST/AT&T: Ben Miller, Comcast Regional Director, External Affairs

1. **CALL MEETING TO ORDER**

Vice Chair Benenson called the meeting to order at **6:03 pm**.

3. **PUBLIC REMARKS**

John Gardner, Retired Comcast Regional Director, External Affairs spoke about his retirement from Comcast and wanted to express his appreciation and time working with Deborah Guthrie and the Township. Thanked the Commission for their hard work and support.

Ben Miller – Meridian Township Resident will be replacing John in his role and he is looking forward to working with the Commission.

4. **APPROVAL OF AGENDA**

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

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Commissioner Charles moved **TO APPROVE THE MINUTES FOR WEDNESDAY, APRIL 7, 2021 REGULAR MEETING**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Deputy Township Manager Derek Perry – Broadband Updates

Derek is leading the efforts on Broadband. In the exploratory phase in this goal. Looking at maps, speed levels, etc. Looking to bring in a consultant to meet the Township Board goal. Working with Ingham County, surrounding communities to see about interest level. Where will the money come from? Hopeful that Ingham County to put an RFP together and have a consultant on board by the end of summer and do the survey that is needed. Right now, we have more questions than answers.

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Commission concerned with 5G making broadband irrelevant. Depending on the area, a combination of connectivity will be needed. Technology needs to be expanded in the future. Roles of the work groups will probably be determined after a consultant is brought on board. Need a consultant to guide the process. Work groups could change once that happens.

Department Goals & Project Updates

Township website refresh is moving along. Looked at wire frame options and in the design phase. Can provide statistics from the web heat map. Created a new logo for the Harris Nature Center. Do some housekeeping in the Studio, Server Room and Control Room. Interns will return in-person. In-person meetings will begin again in July. The Summer Semester has 14 new Rookie interns. Another issue of the Prime Meridian Magazine is planned for the end of June.

Granicus is having some hosting issues and the website is running a little slower.

7. **COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Township Board Liaison

Passed a number of Resolutions including Pride Month. There is a large drain project for Meridian Township. Working with Ingham County Drain Commission. Recreational Marihuana has been taken off of the Board agenda for now. Recreational Use Facilities is under discussion. Commented on previous public comments from John Gardner and to share how dedicated he was to having a working relationship with the Township and how much support he provided to the Township.

Commissioners Report

Looking to create a mission and vision statement for the Commission and they need to be as brief as possible, almost like a tag line. Commissioner looked up tag lines from other communities.

Communications Manager expressed sharing brand descriptor key words for the Township to help with the description of the Communications Commission. The Township already has a brand tag line, A Prime Community, and the mission and vision statement for the Commissioner is a little more casual to help explain what the Commission does for the Township to community members who may want to serve on the Commission.

8. **ACTION ITEMS**

A. 2022 Equipment Budget Recommendations

There is a lot of aging equipment in the Studio and Server Room. PEG fees will be applied to new HVAC expense. Other PEG fees will be applied to sound proofing the Studio and new curtains for the Studio.

Commissioner Charles moved to **MAKE A RECOMMENDATION TO THE MERIDIAN TOWNSHIP BOARD TO APPROVE THE 2022 RECOMMENDED EQUIPMENT AND PEG FEE ALLOCATED PURCHASES**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

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11. REPORTS

- A. Video Service Provider(s)** – The Commission was introduced to the new Comcast Regional Representative Ben Miller.
- B. Programming** – Brought back animal show, looking to reinvent and create new programs.
- C. Website & Social Media** – Meridian Cares and Green Meridian Facebook pages have been shut down and created campaigns for the Township FB pages, #wecarewednesday and #thinkgreenthursday. HOMTV has 2 new SM & Promotion Interns for the summer to help out.
- D. Promotions/Publications** – working on the next PMM and a HOMTV Scoop with a digital flair through the use of Flipsnack. Introducing new summer HOMTV interns on Instagram.
- E. Finance**
- F. HOMTV Internship/Alumni**

12. PUBLIC REMARKS

N/A

13. ADJOURNMENT

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

VOICE VOTE: Motion carried unanimously

Vice Chair Benenson adjourned the meeting at 7:47 pm.