



CHARTER TOWNSHIP OF MERIDIAN
COMMUNICATIONS COMMISSION REGULAR MEETING MINUTES
5151 Marsh Road, Okemos, MI 48864
Administrative Conference Room
Wednesday, October 4, 2017 6:00 PM

PRESENT: Chair, Walter Benenson; Commissioner, Tunga Kiyak; Commissioner, Kevin Thatcher; Alternate Commissioner, Leslie Charles; Alternate Commissioner, Eric Langdon
ABSENT: Vice Chair, Patrick Crowley; Commissioner, Andrew Lathrop
STAFF: Deborah Guthrie, Communications Director; Benjamin Makulski, Video Programmer
TOWNSHIP: KathyAnn Sundland, Meridian Township Trustee
COMCAST: John Gardner, Regional Director of External Affairs

1. CALL MEETING TO ORDER

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

2. PUBLIC REMARKS

None

3. DIRECTOR'S REPORT

Announcement was made about HOMTV being recognized at the Regional and National level. Ben Makulski showed the commission the award from NATOA for the Ballot Meridian Election Coverage Promo. He also announced that HOMTV took 1st place for the Meridian Township Trustee Debates in the Philo Awards.

The commissioners decided that they would like to see the approval of the agenda listed on the agenda following public remarks.

New website launched on September 28, 2017 and the department is looking for feedback from the Commission. Commissioners will take a look and send any suggestions or corrections via email. An overview of the website was provided including points of interest, FAQ's, etc. Township hired the first Economic Development Director, Chris Buck. He has been assisting with the business section of the website.

4. CHAIR'S REPORT

None

TOWNSHIP BOARD LIAISON'S REPORT

The Township Board's focus is the Master Plan, which includes the Carriage Hills Shopping Center and the downtown areas of Haslett and Okemos. The Master Plan is independent of the budget. It is a plan or wish list of what would like to see or happen. The 2018 Budget was approved, the Police and Fire Millage passed which will help the budget, CATA Millage and Redi Ride discussion has been turned over to the Transportation Commission and the Rock the Block event at Carriage Hills Shopping Center with Spartan Dance & Fit and Buddies was a huge success.

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5. APPROVAL OF AGENDA

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

VOICE VOTE: Motion carried unanimously.

6. APPROVAL OF MINUTES

Commissioner Kiyak moved **TO APPROVE THE MINUTES OF AUGUST 2, 2017 REGULAR MEETING AS SUBMITTED**. Seconded by Chair Benenson.

VOICE VOTE: Motion carried unanimously.

7. COMMUNICATIONS/ANNOUNCEMENTS

HOMTV has a new website so the commission was encouraged to check it out and provide feedback. Commissioners will send via email. Suggestions were made to take a look at the current HOMTV eNewsletter. It was mentioned that it needs to be more responsive with a newer and updated look.

Announcement was made about the upcoming Zumbathon that was to be hosted by Curves of Haslett as part of the 175th Anniversary Celebration being canceled. Discussion about coordinating the event with other Zumba Instructors and possibly holding at another location, maybe Haslett Village Square, in order to keep the event going.

Hoping to do an official check presentation with Ingham County Parks once the 175th finances are finalized.

8. OLD BUSINESS

A. Communications Needs Assessment – Questions were asked as to whether there is a budget for the assessment and what is the overall vision of the assessment. Commissioners asked for sample assessments to gather more information about the process and what is to be gained from the process. The money originally budgeted for the Communications Needs assessment was put towards the Township Branding. The Communications Needs Assessments were before the Uniform Agreement. Part of the goal should be finding out how people are receiving local community news.

9. NEW BUSINESS

- A. The Commission made a request to receive Google analytics on the HOMTV website each meeting.
- B. The Commission requested that the Alternate Commissioner Rules be emailed to all commissioners.
- C. The Commission is also requesting the amount of revenue from PEG and Franchise fees, year to date.

10. VIDEO SERVICE PROVIDERS

Internet Essentials program through Comcast is in its 7th year and has surpassed 1 million connects. Now offering hot spots access outside the home and has been expanded to people receiving home assistance. Handout was passed out during meeting. There are 49,000 connects in Michigan and over 2,600 connects in the county. The cost is \$9.95 and no taxes.

11. HOMTV PROGRAMMING

12. ADJOURNMENT

Commissioner Kiyak moved **TO ADJOURN THE MEETING**. Seconded by Chair Benenson.
Chair Benenson adjourned the meeting at 7:24 pm.

13. NEXT MEETING:

The next meeting is scheduled for **December 6, 2017** in the Administrative Conference Room.