



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
REGULAR MEETING
June 22, 2022 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. March 23, 2022 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
 - A. 2022 2nd Quarter Report
 - B. Ingham County Broadband Task Force Update & Survey
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair's Report
 - B. Township Board Liaison's Report
 - C. Commissioner Reports
8. ACTION ITEMS
 - A. 2021 Equipment Budget Recommendations
 - i. Draft 5-Year Equipment Replacement Plan
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, March 23, 2022 | 6:00 pm

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

1. CALL MEETING TO ORDER

Chair Kiyak called the meeting to order at **6:01 pm**. Introduction of new Commissioner Lisa Whiting-Dobson.

2. APPROVAL OF AGENDA

Chair Kiyak moved **TO APPROVE THE AGENDA AS SUBMITTED**. Seconded by Alternate Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

3. APPROVAL OF MINUTES

Alternate Commissioner Nevells moved **TO APPROVE THE MINUTES FOR WEDNESDAY, DECEMBER 8, 2021 REGULAR MEETING**. Seconded by Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

4. COMMUNICATIONS MANAGER REPORT

A. 2022 1ST Quarter Report

Manager Yates reviewed the highlights and activities of the first quarter. The Prime Meridian Magazine is getting ready to go to print and will hit homes in April. QR codes will be used in the magazine to lead people to online information. A suggestion was made to have the magazines available at the Farmers' Market.

Manager Yates is overseeing AV upgrades to the Town Hall Room. The new equipment will be in mid to late summer and the upgrades are planned to be done in late August/September.

Commissioner Seipel moved **TO SEND A LETTER FROM THE COMMUNICATIONS COMMISSION TO OUR LOCAL LEGISLATORS IN SUPPORT OF THE PROTECTING COMMUNITY MEDIA ACT**. Seconded by Chair Kiyak.

Discussion of Broadband and the upcoming Ingham County Survey. The Communications Department will be promoting participation on our website and social.

B. Community Engagement & Communications Survey Results

Manager Yates reviewed the digital survey that was done in February. 240 total responses were received from the online survey. The results were positive overall. A non-digital survey is planned later in the year.

5. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS

Communications Chair:

Chair Kiyak reported he attended the Ingham County Broadband Commission meeting and will attend next week's meeting also. Recognized the passing of Ron Styka.

Township Board Liaison:

None.

Commissioners Report:

None.

6. ACTION ITEMS

A. 2022 Communications Commission Goals

Manager Yates reviewed the proposed 2022 Communications Commission Goals.

Commissioner Seipel moved **TO APPROVE THE PROPOSED 2022 COMMUNICATIONS COMMISSIONS GOALS, AS LISTED**. Seconded by Chair Kiyak.

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. It will be on discussion again for the next meeting.

8. COMMUNICATIONS

A. Compliments/Complaints

Compliments to the HOMTV Team for the interview with the Haslett Robotics Club.

B. Correspondences

Ingham County has created a survey, in partnership with Merit Network, to gather information regarding high speed internet throughout the County and is asking for help to spread the word to all county residents. They will be hosting a brief informational webinar next week discussing the project, the survey, and actions the Township can take to help support the effort.

9. **REPORTS**

A. Video Service Provider(s)

Manager Yates is working to build a relationship with the person that replaced Yvette Collins at AT&T. Ben Miller from Comcast could not attend the meeting tonight because he was at the Broadband Task Force meeting. The Committee may choose to move their next meeting so that members of the Commission can attend the Broadband meeting.

B. Programming

Program totals and video on-demand analytics were shared in the packet. Primary and election coverage will be coming in the summer.

C. Website & Social Media

Facebook and Nextdoor were the most popular social media outlets according to the survey results.

D. Promotions/Publications

Manager Yates stated that the Meridian Happenings Newsletter layout has been updated. Also, there is a new layout of the Green Gazette. New technology for the Harris Nature Center publication that allows for an electronic book with the ability to flip pages. Save the date for Celebrate Meridian on June 25, 2022. On July 28, 2022, the Intern Appreciation Event and Golden Tape Awards will take place at the Marketplace on the Green.

E. Finance

At the next meeting in June, the Commission will discuss the equipment budget for 2023. Overall, a 2% decrease in PEG and Franchise Fees from 2020. Discussion of a possible interactive smartboard mounted to the wall purchased with future PEG and Franchise Fees.

10. **PUBLIC REMARKS**

None.

11. **ADJOURNMENT**

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

VOICE VOTE: Motion carried unanimously

Chair Kiyak adjourned the meeting at 7:02 pm.



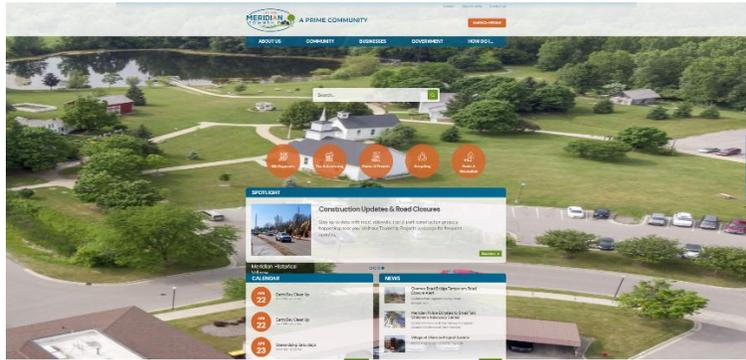
Communications
Commission

COMMUNICATIONS MANAGER REPORT



Communications Department 2nd Quarter Report April-June 2022

Meridian Township Website



The Communications Department continues significant design and content revisions to the Township website with a deliberate effort to improve search engine optimization (SEO) and accessibility. Mobile settings have also been reconfigured. Live web forms is another area of improvement that continues to be a priority. Highlighting new features of the Township website to encourage additional use and strengthening awareness is a goal of the Department.

The reimplemention of QR Codes in print marketing materials have been successful in redirecting traffic to information 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:

- Fire Department – www.meridian.mi.us/Fire
- Meridian Freedom Fest/Juneteenth – www.meridian.mi.us/Juneteenth
- Green Meridian – www.meridian.mi.us/GreenMeridian
- Solar – www.meridian.mi.us/Solar
- Celebrate Meridian – www.meridian.mi.us/CelebrateMeridian
- Wetlands - www.meridian.mi.us/Wetlands
- Bill Payments - www.meridian.mi.us/BillPayments
- 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
2nd Quarter Report
April-June 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 are were due on June 3, 2022 and have been extended through the end of June.

Town Hall Room A/V Upgrades Project

The purchase orders have been finalized and equipment for the Town Hall Room A/V Upgrades Project has been ordered. Due to supply chain issues, equipment is anticipated to arrive mid to late summer. The project install is slated for between the 2022 Primary and General Elections, tentatively September 2022. Smart Homes/Smart Offices engineers met with the electrical vendor, HR Electric LLC, to finalize the electrical work needed before all the new equipment is installed. The electrical work was completed at the end of May.

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.



Communications Department 2nd Quarter Report April-June 2022

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 Meridian Freedom Fest Honoring Juneteenth, Celebrate Meridian Festival and the 2022 Primary Election. Other promotions included department recruitment ads, flyers and signage.



The Prime Meridian Magazine 2022 Edition was finalized and mailed to homes on April 21. The extra copies will be distributed to all the Township buildings and departments. Approximately 800 copies will also be dropped-off to MDOT for distribution to four Welcome Centers in Michigan that requested copies.

The Community Engagement & Communications Survey launched on January 28 showed a lot of strengths for the Communications Department, as well as some opportunities for improvement. Overall the residents had a positive response to the survey. The most popular ways residents receive their information is from our Township website, Email Notifications and Digital Newsletters. Also, 45% of our residents feel the communication they receive is effective. Areas with opportunity include adding accessibility features to our communications, for instance alt text on photos. We also plan to increase the frequency on educational and informational campaigns. The survey received 241 responses from January 25-February 8. Survey results can be found at www.meridian.mi.us/GetConnected.

The Communications team continues to work with the Harris Nature Center team to highlight the 25th Anniversary of the center. Multiple times a month, historical posts are scheduled on social media to show the many enhancements that have been made over the years. Additional coverage and promotions will take place throughout the year.



Communications Department 2nd Quarter Report April-June 2022



The Women in Business campaign that kicked off in March for Women’s History Month was well received by the community and improved the Township’s engagement on social media. As business owners saw other local businesses recognized on social media, they began to contact the Economic Development Department to have their business recognized. Twenty local women owned businesses were featured. This campaign was a great way to build relationships with community members and business owners. For photos from the series, visit <https://bit.ly/MTwpWomenInBusiness>. As we moved into the month of May, we continued our business campaign celebrating Small Business Week and Small Business Month. The Township supports new business in the community by providing Ribbon Cutting Ceremonies. The Communications team takes photos and shares on the Township social platforms. HOMTV interns usually write a story for the HOMTV website. We are looking to continue these business campaigns by celebrating local business milestones all year long.

The Communications team continues to work with the Economic Development team as they launch a new campaign “Support Local Businesses During Construction” to highlight local businesses during construction on Grand River Avenue and Okemos Road. The new campaign will include street signs and social media posts directing traffic to Downtown Okemos businesses and Grand River businesses. The street signs are being sponsored by the Downtown Development Authority and Economic Development Corporation.

Staff is excited to announce that Social News Desk, the Communications Department’s social scheduling provider, has another new feature that the Department will be launching in the next month. The new feature is an automation process for social media posting through an RSS feed straight from the Township and HOMTV websites. This will free up staff time and increase productivity for team members. Along with this addition, are two more new features; one being the LinkedIn platform has now been added to Social News Desk and the other is the Newsin.bio feature for the Instagram platform. Instagram does not allow clickable links in postings, so this new feature brings links together in one central location, the Instagram profile.

Communications Manager Brandie Yates and Marketing & Public Relations Specialist Andrea Smiley were asked to give a presentation at the Michigan Township Association (MTA) Conference in April. The presentation took place on April 26 and was about “Using Social Media to Engage and Serve Your Community”.



**Communications Department
2nd Quarter Report
April-June 2022**

HOMTV Operations & Equipment

Multimedia Production & Operations Specialist Diehl and local broadcast engineer continues to trace and label the cables in the HOMTV Server Room. In preparation for the Town Hall Room A/V Upgrades Project to take place in 2022, new schematics were created outlining the cables and ports from the Town Hall Room to the HOMTV Control Room to identify any issues before new equipment is installed.

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. At the moment, the podium laptop/doc cam in the Town Hall Room does not have a working signal back to the HOMTV Control Room. This means any presentations or documents shown in the Town Hall Room are not able to be aired for viewers tuning into the meetings. This issue will be fixed once the Town Hall Room project is under way, but until then there is a work around that will allow for HOMTV to access the video from the podium/doc cam. Before this can be accomplished though, HOMTV's internet will need to be upgraded to a higher plan.

HOMTV Programming & Internship

In 2022, HOMTV has started taking a different approach to storytelling. Instead of traditional news packages or longer format videos, staff has been utilizing creative storytelling techniques. This means that the videos are shorter format, anywhere from 30 seconds to 2 minutes, and are mostly shared on social media and includes graphics and music. The reason this change has been implemented is to better engage with the audience and to reach more viewers. Studies have shown that long format videos are not keeping the attention of viewers, especially while scrolling on social media. Staff learned the importance of these type of videos and examples of other stations implementing this approach by attending multiple video production webinars conducted by industry professionals.



As part of the Meridian Freedom Fest celebrating Juneteenth, HOMTV staff recorded a special video with Supervisor Patricia Herring Jackson. She read the book “Juneteenth – Celebrating Freedom”, which was written by Ingham County resident Julian Van Dyke. In addition to the storybook



**Communications Department
2nd Quarter Report
April-June 2022**

recording, HOMTV staff will be recording the Juneteenth Community Forum Discussion on June 19. This will be edited and scheduled for playback.

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 July.

HOMTV recorded the Harris Nature Center's Native Plants class for an exclusive two week playback this spring. The class received 107 views on YouTube. This production was a part of the year-long Wetland Education Campaign the Communications Department is working on with various staff and the Environmental Commission.

Staff produced a promotional video with the Green Meridian team about the Solarize Meridian program encouraging residents to invest in solar as well as a Celebrate Meridian event promotion. Staff is also working with the Parks & Recreation Department to film a wetlands educational video and potential series of videos.

HOMTV will soon be releasing a special feature called "Women Behind the Badge", which highlights women working in emergency services from the Meridian Township Police and Fire Departments. Additional police and fire safety videos are also in the works.

The spring 2022 semester of the HOMTV Internship Program consisting of 5 interns ended on May 6. The summer 2022 semester began on May 16 with 3 new 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. Staff is working on revising the structure of the HOMTV Internship Program to attract more prospect interns to apply.

Help Us With the Ingham County Survey Effort!

Alexis Schrubbe <moonshotmarketreview@merit.edu>

Tue 6/14/2022 9:32 AM

To: Brandie Yates <yates@meridian.mi.us>

Dear Community Partners,

I recently sent you an email requesting a little more help to boost our survey participation across Ingham County. I'm following up today because we have a short window of time to reach our participation goals and we really are counting on your help. In my opinion, it is individuals like you who are a community's strongest anchor.

Your personal touch could be the catalyst that makes the difference. If you have the opportunity to boost information about the survey through any/all media channels, social networks, and through personal connections, it would - frankly - be awesome. We need lots of noise about the survey - consider chatting about it during your coffee klatsch, visits to donut shops, and other spaces and places that you might mingle with your neighbors.

I'm grateful for you taking the time to consider how you might 'turn up the volume' and get the word out about our important survey. I hope my gratitude doesn't lose its luster by repeating myself, but thank you again for all of your help. If there is anything else I can do to help you, please reach out to me.

Here's a couple of ways you can help:

- Please post [this language](#) on your website or social media accounts.
- Print out [this flyer](#), post it at your organization, hand it out or just email it to your community!

Or, for more information about how your organization can help us spread the word, please email events@merit.edu or visit MichiganMoonshot.org/Ingham

Best,

Alexis Schrubbe
Moonshot Program Manager
Merit Network, Inc.

Merit Network, Inc., 880 Technology Drive, Ste B, Ann Arbor, MI 48108

[Unsubscribe](#) [Manage preferences](#)

MichiganMoonshot.org/Ingham



For instant census access, scan the QR Code with your smart device:



Help Ingham County

Explore Internet Expansion in Our Area!

Why Broadband Matters:

Broadband Internet is an essential and crucial service to those who live, learn and work in Ingham County. Unfortunately, reliable broadband access is unavailable county-wide. In order to bridge this digital divide, Ingham County needs more accurate information of connectivity in our area.

We Need Your Help!

Please complete our 5-minute census using your home's primary Internet connection method. If you don't have Internet service, visit the webpage listed above on a cellular web browser or text @moon to 1-855-613-1746.

To request a paper census, please call 1-517-676-7206

All information is safe and secure, and only used to explore Broadband options.

Text @moon to 1-855-613-1746

Michigan.gov

Whitmer

Governor Whitmer Invests to Expand High-Speed Internet Access to 781 Homes and Businesses

June 14, 2022

FOR IMMEDIATE RELEASE

June 14, 2022

Contact: Press@michigan.gov

Governor Whitmer Invests \$3 Million to Expand High-Speed Internet Access to 781 Homes and Businesses Across Michigan

LANSING, Mich. – Today, Governor Gretchen Whitmer announced the state would invest an additional \$3.3 million in funding to bring high-speed internet access to more residents, homes, and small businesses across the state. The funds, which are distributed under the Connecting Michigan Communities (CMIC) grant program, will go towards projects that will extend high-speed internet service to 781 unserved homes and business in Michigan.

“Access to reliable, affordable high-speed internet is critical for families, small businesses, and communities across Michigan,” said **Governor Whitmer**. “The funding in the Connecting Michigan Communities grant program helps us connect more Michiganders to high-speed internet that meets their needs and empowers them to succeed. I am also proud of the bipartisan broadband investments we secured in the Building Michigan Together Plan I signed earlier this year that will help us expand high-speed internet to even more families and small businesses so we can keep growing our economy.”

“With access to affordable, high-speed internet as our tool, we can connect

Michiganders to opportunity” said **Lt. Governor Garlin Gilchrist II**. “We can uplift

Michiganans to opportunity," said **Governor Gavin Whitmer**. "We can uplift communities, grow our economy, and boost access to education and healthcare.

Governor Whitmer and I are committed to expanding access to high-speed internet in Michigan through Michigan's High-Speed Internet Office and recent Building Michigan Together plan investments, which have already connected tens of thousands of families and small businesses. Today, we are proud to announce further investments through the Connecting Michigan Communities grant program. These funds will make a difference for Manistee, St. Clair, and Menominee. We will continue working with anyone to connect Michigan families and small businesses, grow our economy, and create real change."

With high-speed internet becoming a necessity in our educational, professional, and personal lives, the CMIC grant program was established to expand broadband service to unserved areas in Michigan and supports the mission of the new Michigan High-Speed Internet Office (MIHI). This is the fourth round of awards.

The \$3.3 million grant funding was awarded to three projects across the state and will impact 781 locations. The overall economic benefits from these infrastructure initiatives are estimated to reach up to \$1.4 million annually.

APPLICANT	PROJECT NAME	GEOGRAPHIC SERVICE AREA	Project Total	Grant Award	Project Summary
AcenTek	Iron Fish	Manistee	\$497,338	\$248,669	AcenTek is proposing a fiber to the home project that will connect 57 locations in Manistee County with speeds up to 1/0.2 Gbps
Duke Broadband	Ira Expansion	St. Clair	\$1,342,782	\$858,227	Duke Broadband is proposing a fiber to the home project that will connect 367 locations in St. Clair County with speeds up to 1/1 Gbps

Upper Peninsula Telephone	Wallace-Carney Exchange	Menominee	\$4,338,647	\$2,169,323.50	Upper Peninsula Telephone is proposing a fiber to the home network that would connect 357 locations in Menominee County with speeds up to 1/1 Gbps
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The first round of CMIC grant funds were announced in October 2020, with \$11.9 million awarded to 10 projects to expand high-speed internet to 14,205 homes and businesses. A second round of funding distributed \$1 million to expand the program to an additional four projects in April 2021. Another \$15.3 million was awarded to 20 new projects in June 2021, which expanded access to 6,729 residents and businesses. Overall, the total grant funds awarded so far will impact more than 23,000 locations in Michigan and generate annual economic benefits that could exceed \$42 million.

All projects awarded funding have committed to working toward the governor's plan to close Michigan's digital divide by expanding broadband, driving down costs, and boosting digital literacy. The projects will provide training materials to residents and businesses in their proposed service area, while working with local community and anchor institutions and foundations to host events to promote e-learning, job, and workforce training.

Access to broadband and high-speed internet is vital to people's ability to work, learn and carry out business. The COVID-19 pandemic has made it more imperative than ever and building and strengthening broadband infrastructure throughout Michigan will be a driver of economic recovery efforts statewide.

A full list of the CMIC grant awards can be accessed on the [CMIC website](#).

Governor Whitmer's Action to Expand High-Speed Internet

Governor Whitmer believes every family and business in Michigan deserves access to a reliable, affordable high-speed internet connection that meets their needs. High-speed internet enables communities to develop and attract jobs and businesses. It expands economic opportunity for families, enhances educational experiences for students, and allows for remote access to key health care services.

- Set a [state goal](#) to provide 100% access to high-speed internet and 95% adoption by households during the next

five years.

- Provided high-speed internet access to **more than 18,000 homes and businesses**, through the Connecting Michigan Communities Grant Program.
- Leveraged over \$700 million in federal funding and signed the **Building Michigan Together Plan** that invested \$249 million to connect more families and small businesses to fast, reliable high-speed internet that meets their needs.
- Established the **Office of Rural Development** to focus on growing rural economies including through collaborations with the Michigan High-Speed Internet Office to boost high-speed internet connectivity.
- Created the **Michigan High-Speed Internet Office** and the **Connecting Michigan Task Force** to coordinate the state's high-speed internet work and align the work with economic development opportunities.
- Signed the **Broadband Expansion Act of Michigan**, codifying the Connecting Michigan Communities Grant Program, a grant program to fill internet access gaps in underserved communities.
- Signed an **executive directive** to ensure that funding for high-speed internet infrastructure from the federal Infrastructure Investment and Jobs Act is spent and deployed effectively.

###

Governor

Press Release

Related News

Whitmer Continues to Fix the Damn Roads with Projects Starting Next Week

Whitmer Signs Bill Updating Michigan Curriculum to Include Financial Literacy Course

Gilchrist Tours I-96 Rebuilding Michigan Project in Lyon Charter

Township

Whitmer Makes County Visits

Whitmer Kicks Off Grand Opening of Michigan Regional Carpenters and Millwrights Training Center

Whitmer Announces Investment to Help Build Affordable Housing Across Michigan

Michiganders to Receive Additional Assistance in June to Lower the Cost of Groceries

Governor Whitmer Signs Bills Boosting Jobs and Other Legislation

Whitmer Awards Grants to 33 Local Governments and Nonprofits to Upgrade Housing Infrastructure



Governor Whitmer Invests to Expand High-Speed Internet Access to 781 Homes and Businesses

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Communications
Commission

Commission Members Reports & Announcements



Communications
Commission

Action Items



To: Communications Commission
From: Brandie Yates, Communications Manager
Date: June 16, 2022
Re: 2023 Equipment Budget Recommendation

The Communications Department strives to maintain a cycle of upgrading, salvaging, donating and/or replacing HOMTV Field/Editing Equipment and HOMTV Control Room Equipment based on the current 5-Year Equipment Replacement Plan. Attached is the revised 2022-2026 5-Year Equipment Replacement Plan for review (please note, this is a working document that may change from year to year due to technology changes and lifespan of current equipment).

The proposed 2023 Equipment Budget Recommendation reflects revisions to the Equipment Replacement Plan and includes replacements of necessary equipment as well as additions of new equipment to continue streamlining the HOMTV production workflows.

2023 HOMTV Studio and Video Production Equipment Replacement Expenses:

Item:	Est. Cost
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

Staff continues to monitor the total PEG and Franchise Fee Revenues. Although we have seen a 2% decrease from the prior year (2020) for the 2021 combined Total Franchise & PEG fees, Comcast PEG/Franchise fees total actually increased by 1%. At year-end 2017, we started to see a decrease in revenue of Total Franchise & PEG Fees. From 2017 to 2021, the revenue lost is just over \$137,000. The largest drop in revenue was in 2019. Since then, it appears the decrease has leveled off a bit. An increase in Comcast revenue shows the addition of cable subscribers which is promising for the future.

PEG fees may only be used for capital costs associated with PEG access facilities and equipment. In 2020, the Township replaced the HVAC system in the Municipal Building including the HOMTV studio, Control Room, Server Room and storage facilities. PEG fee funds were allocated to a portion of that project. In 2022, fees will be used for the Town Hall Room Audio & Visual Upgrades.

Memo to Communications Commission
June 16, 2022
Re: 2023 Equipment Budget Recommendation
Page 2

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.

The Communications Commission moves to **MAKE A RECOMMENDATION TO THE MERIDIAN TOWNSHIP BOARD TO APPROVE THE 2023 RECOMMENDED EQUIPMENT AND PEG FEE ALLOCATED PURCHASES.**

VIDEO PRODUCTION EQUIPMENT 2022 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$7,000	
MAC Editing Computer	Replacement	2	\$6,000	
Field Lav Microphones	Replacement	10	\$2,000	
Wireless Microphone	Replacement	2	\$1,600	
PA System	Replacement	1	\$400	
Bluetooth Mouses	Replacement	10	\$800	
Bluetooth Keyboards	Replacement	8	\$1,000	
Field Teleprompter	New	1	\$400	
DSLR Camera Gimbal	New	1	\$800	
Total Field/Editing Equipment			\$20,000	

2023 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$8,000	
MAC Editing Computer	Replacement	2	\$6,000	
Broadcast Audio Mixer	Replacement	1	\$5,000	
CAMTV UltraNEXUS-HD Flex	Replacement	1	\$9,000	
Studio Lav Microphones	Replacement	5	\$1,000	
Total Field/Editing Equipment			\$29,000	

2024 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$8,000	
MAC Editing Computer	Replacement	2	\$6,000	
Remote Townhall Camera System	New	1	\$50,000	
Total Field/Editing Equipment			\$64,000	

2025 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$8,000	
MAC Editing Computer	Replacement	2	\$6,000	
HOMTV UltraNEXUS-HD X2	Replacement	1	\$11,000	
Audio Booth & Equipment	New	1	\$2,000	
Steady Cam Stabilizer System	New	1	\$4,000	
Total Field/Editing Equipment			\$31,000	

2026 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$8,000	
MAC Editing Computer	Replacement	2	\$6,000	
NewTek Broadcast Switcher	Replacement	1	\$30,000	
Total Field/Editing Equipment			\$44,000	



Communications
Commission

Discussion Items



To: Communications Commission
From: Brandie Yates, Communications Manager
Date: June 16, 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 a future meeting. This agenda item was last discussed at the March 23, 2022.

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

Compliments/ Complaints

Complaint #

Date

First Name

Last Name

Street Address

City

Zip Code

Contact Work: Ext: Cell: Home:

Email:

Best Time to Call

Best Time for Service Call

Service Provider

Reason for Calling

Nature of Problem(s) Unburied Cable Waiting for Service Missed Service Call Cable Box
 Bad Reception Cable Out Can't Get Through on Phone Other (see notes below)
 Bad Treatment Bad Information No Response to Request

Description of Problem(s)

Twp Staff Handling Problem

Experienced Problems Before? No Yes Ongoing

Meridian/Staff Response

Resolution of Problem(s)

MPSC info given

js

t
et

Complaint #

Date

First Name

Last Name

Street Address

City

Zip Code

Contact Work: Ext: Cell: Home:

Email:

Best Time to Call

Best Time for Service Call

Service Provider

Reason for Calling

Nature of Problem(s) Unburied Cable Waiting for Service Missed Service Call Cable Box
 Bad Reception Cable Out Can't Get Through on Phone Other (see notes below)
 Bad Treatment Bad Information No Response to Request

Description of Problem(s)

Twp Staff Handling Problem

Experienced Problems Before? No Yes Ongoing

Meridian/Staff Response

Resolution of Problem(s)

MPSC info given





Communications
Commission

Communications/ Announcements

Brandie Yates

From: Deborah Guthrie
Sent: Friday, March 18, 2022 4:28 PM
To: Brandie Yates
Subject: Communications Commission Advocacy
Attachments: Protect Community Television Act.pdf; Protect Community Television Act stabenow.pdf; PCTA Letter Template.docx

Please include in the Communications Commission packet as an addendum on Wednesday evening next week (if you see fit).

As President of MICMA, I've been working with the executive board to ask Senator Peters, Stabenow and Congresswoman Slotkin to cosponsor the Protecting Community Television Act. Today, our Congresswoman sponsored that bill. I am so proud to call have her recognize the important work we do by cosponsoring this act.

List of cosponsors here: <https://www.congress.gov/bill/117th-congress/house-bill/6219/cosponsors?pageSort=lastToFirst>

I've also sent a letter on behalf of Meridian Township, as the Clerk, requesting our Senators to cosponsor this legislation. See attached. If the Commission wishes, they could use the word template provided and also send a letter.

My apologies for not being able to make the meeting as I will be at a conference. Happy birthday and thank you, Deborah



A Prime Community

Deborah Guthrie
Clerk, Meridian Township
guthrie@meridian.mi.us
W 517.853.4324 | F 517.853.4251
5151 Marsh Road | Okemos, MI 48864
meridian.mi.us

To check your voter registration status, request an absent voter ballot or to track your ballot, please visit www.michigan.gov/vote



Meridian Township
5151 Marsh Road
Okemos, MI 48864

P 517.853.4000
F 517.853.4096

Township Board:

**Patricia Herring
Jackson**
Township Supervisor

Deborah Guthrie
Township Clerk

Phil Deschaine
Township Treasurer

Scott Hendrickson
Township Trustee

Kathy Ann Sundland
Township Trustee

Marna Wilson
Township Trustee

Courtney Wisinski
Township Trustee

Frank L. Walsh
Township Manager

March 18, 2022

Senator Gary Peters
124 West Allegan Street
Suite 1400
Lansing, MI 48933

Hart Senate Office Building
Suite 724
Washington, DC 20510

Re: S. 3361/H.R. 6219 - Protecting Community Television Act

Dear Senator Peters:

As elected Clerk of Meridian Township (Haslett and Okemos) and on behalf of our 44,000 constituents and Meridian Township's Government Access Channel; HOMTV, I request your leadership in cosponsoring the Protecting Community Television Act (S. 3361) (H.R. 6219), introduced by Senator Markey and Representative Eshoo.

The Protecting Community Television Act makes a targeted amendment to the Cable Act to reaffirm Congress's original intent to protect the long-standing ability of local governments to manage public property and provide for local media through public, educational and governmental access channel ("PEG") in cable franchise agreements. In 2019, the Federal Communications Commission issued an order that undermines this ability by redefining the term "franchise fees" as used in the Cable Act, substituting its preferred definition for that written by Congress in 1984.

Your cosponsorship of [S. 3361/H.R. 2619] is critical to correcting the FCC's recharacterization "franchise fees" and reaffirming Congress's goal to protect diverse, local media through PEG access provisions in cable franchises.

Sincerely,

Deborah Guthrie
Meridian Township Clerk



Meridian Township
5151 Marsh Road
Okemos, MI 48864

P 517.853.4000
F 517.853.4096

Township Board:

**Patricia Herring
Jackson**
Township Supervisor

Deborah Guthrie
Township Clerk

Phil Deschaine
Township Treasurer

Scott Hendrickson
Township Trustee

Kathy Ann Sundland
Township Trustee

Marna Wilson
Township Trustee

Courtney Wisinski
Township Trustee

Frank L. Walsh
Township Manager

March 18, 2022

Senator Debbie Stabenow
221 W. Lake Lansing Road, Suite 100
East Lansing, MI 48823

731 Hart Senate Office Building
Washington, D.C. 20510-2204

Re: S. 3361/H.R. 6219 - Protecting Community Television Act

Dear Senator Stabenow:

As elected Clerk of Meridian Township (Haslett and Okemos) and on behalf of the 44,000 constituents we share and on behalf of Meridian Township's Government Access Channel; HOMTV, I request your leadership in cosponsoring the Protecting Community Television Act (S. 3361) (H.R. 6219), introduced by Senator Markey and Representative Eshoo.

The Protecting Community Television Act makes a targeted amendment to the Cable Act to reaffirm Congress's original intent to protect the long-standing ability of local governments to manage public property and provide for local media through public, educational and governmental access channel ("PEG") in cable franchise agreements. In 2019, the Federal Communications Commission issued an order that undermines this ability by redefining the term "franchise fees" as used in the Cable Act, substituting its preferred definition for that written by Congress in 1984.

Your cosponsorship of [S. 3361/H.R. 2619] is critical to correcting the FCC's recharacterization "franchise fees" and reaffirming Congress's goal to protect diverse, local media through PEG access provisions in cable franchises.

Sincerely,

Deborah Guthrie
Meridian Township Clerk

RE: MTA's Upcoming Conference

Frank Walsh <walsh@meridian.mi.us>

Thu 3/31/2022 4:30 PM

To: Deborah Guthrie <guthrie@meridian.mi.us>

Cc: Brandie Yates <yates@meridian.mi.us>; Abigail Tithof <tithof@meridian.mi.us>; Amber Clark <clark@meridian.mi.us>; Ashley Winstead <winstead@meridian.mi.us>; Dan Opsommer <opsommer@meridian.mi.us>; Ken Plaga <plaga@meridian.mi.us>; LuAnn Maisner <maisner@meridian.mi.us>; Melissa Massie <massie@meridian.mi.us>; Michael Hamel <hamel@meridian.mi.us>; Michelle Prinz <prinz@meridian.mi.us>; Miriam Mattison <mattison@meridian.mi.us>; Stephen Gebes <gebese@meridian.mi.us>; Tim Schmitt <schmitt@meridian.mi.us>

Yes, this is great promotion for the township. Brandie and Andrea will do well. There are a number of us speaking at the conference and our color guard, too.

“Best Town in Michigan to Raise a Family” Newsweek Magazine 2021

“Best Small Town in Michigan to Live” Niche 2020

“Be Somebody that Makes Everybody Feel Like Somebody.”



Frank L. Walsh

Township Manager

walsh@meridian.mi.us

W 517.853.4258 | F 517.853.4251

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

From: Deborah Guthrie <guthrie@meridian.mi.us>

Sent: Tuesday, March 29, 2022 3:04 PM

To: Frank Walsh <walsh@meridian.mi.us>

Subject: FW: MTA's Upcoming Conference

Proud to see Brandie and Andrea represent the township at the upcoming conference. I know she and Andrea will do well.

Deborah

From: Brandie Yates

Sent: Tuesday, March 29, 2022 3:03 PM

To: Shelley Cardenas <shelley@michigantownships.org>; Deborah Guthrie <guthrie@meridian.mi.us>

Subject: RE: MTA's Upcoming Conference

Shelley,

Thank you so much for the invitation. I appreciate Deborah connecting the two of us and encouraging my participation. I would love to be a speaker. That date/time works well for me.

I would like to bring in our Marketing & Public Relations Specialist, Andrea Smiley, to join me for the session if that would be okay. She and I manage the Township's marketing and promotions strategies together.

I have modified the description below:

Using Social Media to Engage (and Serve!) Your Community

Think you don't have much content to share or the time and resources to invest in that? Think again! Chances are, there is a lot more your township could be doing on social media to inform and engage your community. We'll show you how easy it is and offer simple tips to help you get started and even improve your current messaging, social engagement and reach.

Speaker: Brandie Yates, Communications Manager, Meridian Charter Township (Ingham Co.)
Andrea Smiley, Marketing & Public Relations Specialist, Meridian Charter Township (Ingham Co.)

Thank you again,



Brandie Yates, CTA

Communications Manager
HOMTV Executive Producer

[mailto:yates@meridian.mi.us%0d]yates@meridian.mi.us

W 517.853.4208 | F 517.853.4096

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

From: Shelley Cardenas [<mailto:shelley@michigantownships.org>]

Sent: Monday, March 28, 2022 3:11 PM

To: Deborah Guthrie <guthrie@meridian.mi.us>; Brandie Yates <yates@meridian.mi.us>

Subject: RE: MTA's Upcoming Conference

Yes I know and was thrilled to hear that, congrats! Didn't want to leave you out of the loop (hey clerks can present this topic too!) but we'd be thrilled to have Brandie lead the session.

Does that date/time work for you Brandie? I took the liberty of drafting a session description (for our onsite program), please feel free to edit as you see fit:

Using Social Media to Engage (and Serve!) Your Community

Think you don't have much content to share or the time and resources to invest in that? Think again! Chances are, there is a lot more your township could be doing on social media to inform and engage your community. We'll show you how easy it is and offer simple tips to help you get started and even improve your current messaging.

Speaker: Brandie Yates, Communications Manager, Meridian Charter Township (Ingham Co.)

Let me know what you think,

S

From: Deborah Guthrie <guthrie@meridian.mi.us>

Sent: Monday, March 28, 2022 11:44 AM

To: Shelley Cardenas <shelley@michigantownships.org>

Cc: Brandie Yates <yates@meridian.mi.us>

Subject: RE: MTA's Upcoming Conference

Shelley,

Thank you so much for the invitation! I would be happy and honored to do it, however, I am no longer the Communications Director. I ran for office and am now the Clerk of Meridian Township. I reached out to our Communications Manager Brandie Yates and asked her if she would be interested and she is. Her email is yates@meridian.mi.us. I've included her in this email response.

Thank you, Deborah



Deborah Guthrie

Clerk, Meridian Township

guthrie@meridian.mi.us

W 517.853.4324 | F 517.853.4251

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

To check your voter registration status, request an absent voter ballot or to track your ballot, please visit www.michigan.gov/vote

From: Shelley Cardenas [<mailto:shelley@michigantownships.org>]

Sent: Friday, March 25, 2022 4:45 PM

To: Deborah Guthrie <guthrie@meridian.mi.us>

Subject: MTA's Upcoming Conference

Hey Deborah, hope this finds you well and warm, what happened to spring?!

As you probably already know, MTA is bringing our annual conference to the Lansing Center the end of next month. I've a handful of slots we can still assign classes to and am looking to add a class on using social media to engage/serve your community.

You have been one of our go-to experts on this topic in the past and I hope you'll consider it again. *(Maybe you want to bring along your township's Communications Manager, Brandie Yates? I'll leave that to your discretion.)*

We're confident townships all over the state will benefit from this type of session. I suspect that, especially during COVID, more members embraced it, but I still feel like we've a long way to go. Any assistance you can provide would be much appreciated. I'm tentatively holding a timeslot for you on Tues., April 26 from 2:45-4pm in hopes you'll say yes.

Thanks in advance for your consideration and have a nice weekend!

Shelley Cardenas, CMP
MTA Education Director

You're invited to our 2022 Customer Conference!

Rock Solid <marketing-us@rocksolid.com>

Wed 6/1/2022 1:11 PM

To: Brandie Yates <yates@meridian.mi.us>

 [Swagit Customer Conference Invite2](#)

REGISTER FOR FREE

Welcome to Rock Solid! We are thrilled to add Swagit to our platform of citizen engagement solutions for local government.

To help you get to know us, we'd like to invite you to our **2022 Rock Solid Customer Conference**, on Thursday, June 9th.

This **no-cost**, virtual event will be a day of fresh insights and strategies to better engage with constituents and transform your communities. Here are some reasons to attend:

- **Swagit's Bryan Halley** and **Rock Solid's CEO**, Tom Spengler, are hosting a fireside chat about **trends in public meeting management**, and the intersection between day-to-day government operations and technology.
- Hear from local leaders like Jennifer Ekblad, **City Clerk of Coronado, CA**, Lindsay Weisenauer, **Director of Communications at Dublin, OH**, and Thai Pham, **City Clerk of Gilroy, CA**.
- Participate in **networking opportunities** with peers from across the country to make connections, share best practices, and draw inspiration from each other's experiences.
- Learn how Rock Solid's full **citizen engagement platform** empowers city and municipal leaders to digitally bridge the engagement gap between residents and their local government.

Don't miss out on this exciting customer event. We hope you can make it!

SAVE YOUR SEAT

Rock Solid Technologies, 912 S Capital of Texas Highway, Suite 180, Austin, TX 78746

[Unsubscribe](#) [Manage preferences](#)

 Facebook  LinkedIn  Twitter  Instagram

FW: Reminder: MAB Weekly News Briefs - April 15, 2022

Brandie Yates <yates@meridian.mi.us>

Tue 4/19/2022 2:41 PM

To: Andrea Smiley <smiley@meridian.mi.us>;Samantha Diehl <diehl@meridian.mi.us>

Yeah! Our logo is in the MAB newsletter for being a sponsor ☺

Brandie Yates, CTA
 Communications Manager
 HOMTV Executive Producer
 [mailto:yates@meridian.mi.us%0d]yates@meridian.mi.us
 W 517.853.4208 | F 517.853.4096
 5151 Marsh Road | Okemos, MI 48864
meridian.mi.us

From: Michigan Association of Broadcasters [mailto:jennifer@michmab.ccsend.com] **On Behalf Of** Michigan Association of Broadcasters
Sent: Tuesday, April 19, 2022 7:02 AM
To: Brandie Yates <yates@meridian.mi.us>
Subject: Reminder: MAB Weekly News Briefs - April 15, 2022



Issue No. 298 | April 15, 2022 | [View Online](#)

April 21 Webinar Preview

April 21 | 1:00 - 2:00 p.m. Eastern
 Free Webinar: "5 Content Creation Tips That Capture Attention, Increase Interaction and Convert Engagement To Lasting Loyalty" with Lori Lewis.
[\(Details & Registration\)](#)

Upcoming Events/Dates

April 22 | Deadline for Summer Award Nominations (See below)

May 12 | 4:30 - 6:00 p.m. MAB Open House and Building Dedication Ceremony, Lansing. (see below)



May 19 | 1:00 - 2:00 p.m. Eastern
 Free Webinar: "A Station for All: Engagement in Any Size Market" with Binnu Palta Hill..
[\(Registration\)](#)

August 9 | MAB Summer Advocacy Conference, Crystal Mountain Resort
[\(Details\)](#)

STUDENT BROADCAST AWARDS ANNOUNCED!

Congratulations to all students who received recognition in this year's MAB Foundation Michigan Student Broadcast Awards program!

Full winners lists, and links to the winning entries, can be found now at www.StudentBroadcastAwards.com

**2022 College TV
 Station of the Year**



Michigan State University,
 School of Journalism

**2022 High School TV
 Station of the Year**



Rockford High School,
 Beyond the Rock



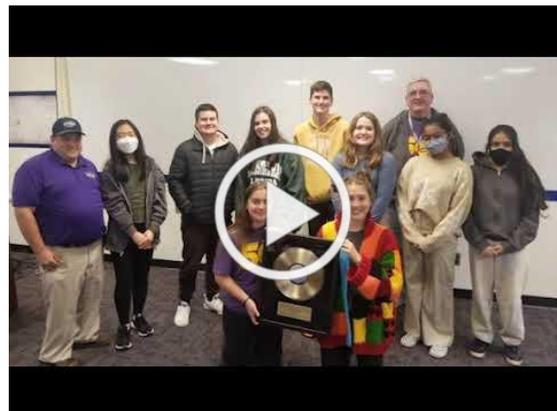
**2022 College Radio
Station of the Year**

**2022 High School Radio
Station of the Year**



Michigan State University,
School of Journalism

Rockford High School,
Beyond the Rock



Thank you, 2022 Michigan Student Broadcast Award Sponsors:



Save The Date!

MAB Summer Advocacy Conference and Annual Business Meeting

August 9, 2022: Crystal Mountain Resort, Thompsonville, MI



[View the Schedule Here](#)

[Book Your Room Here](#)

Registration will open next week!

Summer Awards - Nominations Due April 22

Lifetime Achievement, Michigan Broadcasting Hall of Fame, MABF Young Professionals, and MAPB Public Media Impact Award Recipients will be recognized at the in-person Awards Reception and Banquet, held in conjunction with the MAB's Summer Advocacy Conference on August 9 at Crystal Mountain Resort in Thompsonville, MI



Lifetime Achievement Award nominees must be a Michigan broadcast pioneer, living or posthumously, who has dedicated the majority of his or her professional career to broadcasting in the state of Michigan and has distinguished himself or herself through a lifetime of service as a top manager or owner. [CLICK HERE FOR NOMINATION FORM](#)

[Past Lifetime Achievement Recipients](#)

Michigan Broadcasting Hall of Fame inductees are chosen based on their distinguished professional career in Michigan broadcasting. The inductee in his/her career has exemplified integrity, innovation, achievement, leadership, contributions to the industry and has been a positive influence on individuals in the profession. [CLICK HERE FOR NOMINATION FORM](#)

[Past Michigan Broadcasting Hall of Fame Inductees](#)

MAB Foundation Young Professionals have made a significant impact on advancing broadcasting or media within their organization, demonstrated exceptional leadership potential, and established an understanding of broadcast industry standards, practices and ethics.

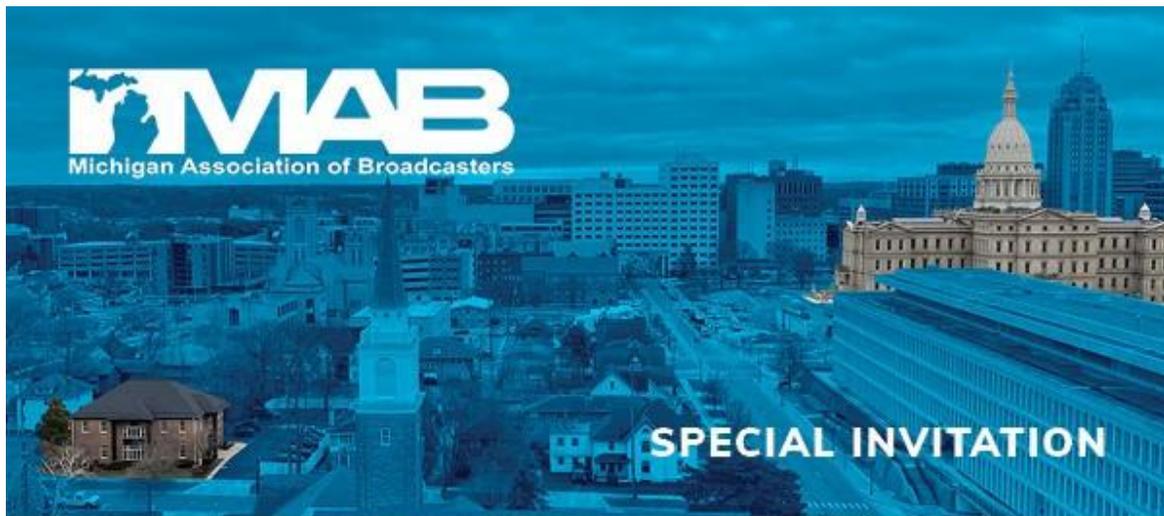
[CLICK HERE FOR NOMINATION FORM](#)

[Past MAB Foundation Young Professional Award Recipients](#)

MAPB Public Media Impact Award Recipients are donors and professionals involved in Michigan public radio or television. Nominations can be made by colleagues, supervisors and/or station managers. Activities for which the person is nominated may be long-term, to recognize lifetime contributions to public broadcasting, or more recent, to reflect a concentrated period of achievement.

[CLICK HERE FOR NOMINATION FORM](#)

[Past MAPB Public Media Impact Award Recipients](#)



Celebrate with Michigan Broadcasters at the Building Dedication of the Karole L. White Great Lakes Media Center



Join the MAB and other broadcasters from across the state in Lansing on May 12th at the dedication ceremony of the Association's new facility, the Karole L. White Great Lakes Media Center, named after the former MAB President & CEO who retired after 36 years.

[RSVP Here
by April 28](#)

MAB Open House
4:30PM - 6:00PM (Light hors d'euvres and refreshments)

Formal Building Dedication Ceremony
4:45PM - 5:00PM

Great Lakes Media Show Sponsor Sit Down

MAB President Sam Klemet sits down with Leslie E. Smith III, Indoor Radon Specialist with EGLE,

Indoor Radon Program. Sam talks with Leslie regarding the odorless, colorless gas that can harm and possibly cause lung cancer.

Watch the conversation here:.



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LEGISLATIVE / REGULATORY UPDATES

This Week in Regulation For Broadcasters

By: David Oxenford, Wilkinson Barker Knauer LLP

Here are some of the regulatory developments of significance to broadcasters from the last week (April 2-8), with links to where you can go to find more information as to how these actions may affect your operations. [Read More](#)



ENGINEERING & EAS

Alert: FCC Field Inspections to Resume

[The Broadcasters Desktop Reference](#) reports that the **FCC has signaled that the random spot inspections, halted by the pandemic, are about to resume.** The Enforcement Bureau has told the field offices that the halt has ended. **Inspections may start at any time.**

The publication advises that chief operators check those logs for EAS and tower light entries, etc. With most of the Public Information File materials now on line, the emphasis on any inspections will likely focus on the RF plant.

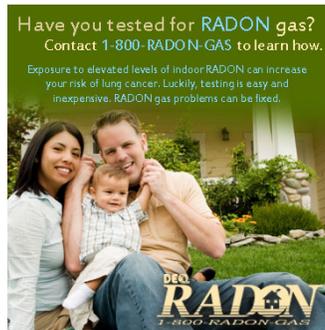


ABIP Inspections Scheduled for April 25-30! Sign up NOW!



The Michigan Association of Broadcasters is hosting Alternative Broadcast Inspection Program (ABIP) inspections the week of April 25. In collaboration with the FCC, the ABIP ensures compliance with federal regulations and to avoid surprise inspections. ABIP certifications are conducted by knowledgeable experts who review technical and regulatory requirements.

[Read More](#)



IN THE NEWS

Retired WNEM TV-5 Reporter, WRIF-FM DJ Jay Brandow Dies

Retired WNEM news reporter Jay Brandow passed away this past Tuesday (4/12) at the age 67. He worked as a reporter at WNEM

starting in 1984 up until his retirement in 2011. At his retirement, he told his colleagues about working at WNEM, "It's been my home. It's been my family. If I had to do it all over again, I would be here doing it all over again." [Read More](#)



WILX-TV Raises \$14k For Capital Area Diaper Bank

Gray Television's WILX-TV's (Lansing) March *Make an Impact* was held March 21-25 in support of the Capital Area Diaper Bank. Thanks to viewer donations, the event will help more than 2,200 babies with the the diapers and cash raised. [Read More](#)

Former NAB President and CEO Gordon H. Smith Joins Beasley Media Group's Board

Former National Association of Broadcasters (NAB) President and Chief Executive Officer Senator Gordon H. Smith has been nominated by the Beasley Media Group Board of Directors to be added to the slate of Directors to be presented at the annual shareholders meeting on May 25th. [Read More](#)



PBS and Member Stations Named "Most Trusted" Media Organization for 19 Consecutive Years



WKAR Public Media alerts us that PBS was recently named the most trusted media organization for the 19th year in a row, according to a nationwide survey. PBS continues to outscore government institutions and media sources— such as broadcast, cable, streaming and social media— in both value and trust, respectively. [Read More](#)

2022 Mercury Award Deadline Extended

The RAB has announced that the call for entry deadline for the 2022 Mercury Awards has been extended to April 27. Finalists will be announced in May, and winners will be announced at the live Radio Mercury Awards, June 9 in New York City. [Read More](#)



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 A Professional Corporation
 Attorneys and Counselors
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- Representation of Michigan broadcasters in the purchase and sale of broadcast assets
- Media law expertise
- Legal counsel to the MAB since 1982

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 Suite 100
 Plymouth, MI 48170
 (734) 416-1780
 johnr@brgpc.com

SALES TRAINING



MAB LBS Member Resources



Ask LBS

It is common to run into difficult selling situations in the field. Let us know what we can help with and we will get your question in front of our seasoned broadcast professionals. They will give you a personalized response with real strategies for your specific situation!



The BEST Program

The BEST Program is designed for sellers who are new to broadcast. Each weekday for 5 weeks, you will receive a special email containing 3 videos. In less than 30 minutes per day, your new sellers will have built up a solid foundation for a career in selling broadcast!



Sales Ideas

Sometimes we just need a creative boost or an idea to take to a prospect tomorrow – or even today! The list contains 99 of the hundreds you can find on the site! Need a creative boost or some fresh ideas? This section of LBS is loaded with them!

[Click Here to log into LBS or register for this valuable MAB Member Service](#)



A Brighter Energy Future for Michigan

We're passionate about making life in Michigan better today while keeping an eye on improving the future. Our vision includes adding more renewable energy from wind and solar, and to stop using coal. We want to ensure Michigan stays a great place to live for generations to come.

Consumers Energy
Count on Us®

Learn more at [MICleanEnergy.com](https://www.micleanenergy.com) Contact our Media Team at [ConsumersEnergy.com/news](https://www.consumersenergy.com/news)

DIGITAL/SOCIAL/WEB

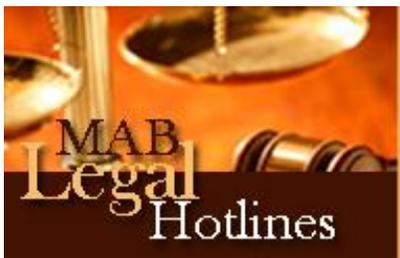


Rethinking Your Webinar Strategy

By: Seth Resler, Jacobs Media Strategies

One of my favorite digital tactics, which I have advocated for years, is hosting webinars. Yes, I can hear the collective groan from marketers who, after two years of a pandemic, have chronic cases of Zoom fatigue. But webinars are still one of the most reliable methods I have seen for generating qualified leads.

[Read More](#)



Don't be wrong and put your station(s) at risk! Call today!

Washington Issues David Oxenford Wilkinson Barker Knauer, LLP 202-783-4141	Michigan Issues John Ronayne Bernardi, Ronayne & Glusac 734-416-1780
--	--

An MAB Member Service

Have news to share? Send your press releases to newsletter editor Dan Kelley:
dkelley@michmab.com

Michigan Association of Broadcasters | 1-800-YOUR-MAB | MichMAB.com



MI Assoc of Broadcasters | 222 N CHESTNUT ST, Lansing, MI 48933-1077

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Re: Wetland Education Team - Webpage Update & Flyers

Courtney Wisinski <wisinski@meridian.mi.us>

Wed 6/1/2022 6:16 PM

To: Brandie Yates <yates@meridian.mi.us>; LeRoy Harvey <harvey@meridian.mi.us>; Elizabeth Seagull <easeagull@gmail.com>; Robert Welch <welchrob@comcast.net>; Paige Filice (filicepa@msu.edu) <filicepa@msu.edu>; Melissa Massie <massie@meridian.mi.us>; Brian Shorkey <shorkey@meridian.mi.us>; Bruce Peffers <peffersb@yahoo.com>; mconn64@msu.edu <mconn64@msu.edu>; kendrathelen (kendrathelen@gmail.com) <kendrathelen@gmail.com>; Courtney Wisinski (clwisinski03@gmail.com) <clwisinski03@gmail.com>; Michelle Beloskur <mbeloskur@gmail.com>; Tim Schmitt <schmitt@meridian.mi.us>; Emma Campbell <ecampbell@meridian.mi.us>

Cc: Frank Walsh <walsh@meridian.mi.us>

Brandie,

I want to extend my gratitude to you for all the work you have done to help us educate our residents on the importance and necessity of our precious wetlands in this township. What a fantastic job on the website! You have really made it easy to navigate and aesthetically pleasing. The photos are great and I will try to send more for the future. Thanks to everyone's support and work on this very important education tool.

Best,

Courtney Wisinski

Meridian Township Trustee

From: Brandie Yates <yates@meridian.mi.us>

Sent: Wednesday, June 1, 2022 3:59:12 PM

To: LeRoy Harvey <harvey@meridian.mi.us>; Elizabeth Seagull <easeagull@gmail.com>; Robert Welch <welchrob@comcast.net>; Paige Filice (filicepa@msu.edu) <filicepa@msu.edu>; Melissa Massie <massie@meridian.mi.us>; Brian Shorkey <shorkey@meridian.mi.us>; Bruce Peffers <peffersb@yahoo.com>; mconn64@msu.edu <mconn64@msu.edu>; kendrathelen (kendrathelen@gmail.com) <kendrathelen@gmail.com>; Courtney Wisinski <wisinski@meridian.mi.us>; Courtney Wisinski (clwisinski03@gmail.com) <clwisinski03@gmail.com>; Michelle Beloskur <mbeloskur@gmail.com>; Tim Schmitt <schmitt@meridian.mi.us>; Emma Campbell <ecampbell@meridian.mi.us>

Subject: Wetland Education Team - Webpage Update & Flyers

Hello Wetland Team,

I wanted to reach out to let you know that I made revisions to the design of the Wetland webpage on the Township website: www.meridian.mi.us/Wetlands. The content is all the same, but I moved some things around, added the graphics and photos we have been using in our marketing materials and highlighted the content from the Resident Notice and Contractor Notice (attached).

Please let me know if you have any additions or revisions to the webpage.

Also, I would love to add more wetland photos to the rotator as well as the critters found in wetlands. If you haven't done so already, please send me photos we can use.

Thank you,



Brandie Yates, CTA

Communications Manager

HOMTV Executive Producer

[mailto:yates@meridian.mi.us%0d]yates@meridian.mi.us

W 517.853.4208 | F 517.853.4096

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

RE: Gardening with Native Plants Class on HOMTV

LuAnn Maisner <maisner@meridian.mi.us>

Fri 4/8/2022 8:47 AM

To: Brandie Yates <yates@meridian.mi.us>; Emma Campbell <ecampbell@meridian.mi.us>; Filice, Paige <filicepa@msu.edu>; Courtney Wisinski <wisinski@meridian.mi.us>; 'Kendra Grasseschi' <kendrathelen@gmail.com>; Robert Welch <welchrob@comcast.net>; Elizabeth Seagull <easeagull@gmail.com>; Bruce Peffers <peffersb@yahoo.com>; Dan Opsommer <opsommer@meridian.mi.us>; Michelle Beloskur <mbeloskur@gmail.com>; LeRoy Harvey <harvey@meridian.mi.us>

Cc: Kati Adams <kadams@meridian.mi.us>; Andrea Smiley <smiley@meridian.mi.us>; Samantha Diehl <diehl@meridian.mi.us>; Mohammed Abulubdeh <mohd_1999@live.com>

Thank you Brandie for your professional assistance with producing this. This is a popular topic of interest for our residents.

Sincerely,

LuAnn

From: Brandie Yates <yates@meridian.mi.us>

Sent: Friday, April 8, 2022 8:38 AM

To: Emma Campbell <ecampbell@meridian.mi.us>; Filice, Paige <filicepa@msu.edu>; Courtney Wisinski <wisinski@meridian.mi.us>; 'Kendra Grasseschi' <kendrathelen@gmail.com>; Robert Welch <welchrob@comcast.net>; Elizabeth Seagull <easeagull@gmail.com>; Bruce Peffers <peffersb@yahoo.com>; Dan Opsommer <opsommer@meridian.mi.us>; Michelle Beloskur <mbeloskur@gmail.com>; LeRoy Harvey <harvey@meridian.mi.us>

Cc: Kati Adams <kadams@meridian.mi.us>; LuAnn Maisner <maisner@meridian.mi.us>; Andrea Smiley <smiley@meridian.mi.us>; Samantha Diehl <diehl@meridian.mi.us>; Mohammed Abulubdeh <mohd_1999@live.com>

Subject: Gardening with Native Plants Class on HOMTV

Good morning Wetland Education Team,

Here is the link to the Gardening with Native Plants Class airing on HOMTV: <https://bit.ly/NativePlantsClass>

HOMTV Program Description:

The Gardening with Native Plants class taught by Vern Stephens of Designs by Nature on March 22 at the Harris Nature Center provided residents an opportunity to ask questions and learn about the importance of native plants. Participants learned which species will be most successful on their property which in turn will help everyone play an important role in the "Build Back the Buffer" Wetland Education Campaign Meridian Township is conducting this year. Watch the full class exclusively on HOMTV for a limited time. Watch on our channel (Comcast 21) Monday-Friday at 10:00 am and 3:00 pm. This video will only be available on air and online through April 20, 2022.

Big thank you to our HOMTV Production Intern Mohammed Abulubdeh and Multimedia Production & Operations Specialist Samantha Diehl for producing the piece.

So far the program has been shared on HOMTV's social media. We plan to share across the Township's social media platforms this weekend/early next week. The link will be provided in Tuesday's Meridian Happenings digital newsletter as well.

Thank you,



Brandie Yates, CTA

Communications Manager

HOMTV Executive Producer

[mailto:yates@meridian.mi.us%0d]yates@meridian.mi.us

W 517.853.4208 | F 517.853.4096

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

RE: Prime Meridian Magazine is here!

Phil Deschaine <deschaine@meridian.mi.us>

Fri 4/22/2022 9:10 AM

To: Andrea Smiley <smiley@meridian.mi.us>; Amber Clark <clark@meridian.mi.us>; Ashley Winstead <winstead@meridian.mi.us>; Dan Opsommer <opsommer@meridian.mi.us>; Frank Walsh <walsh@meridian.mi.us>; Ken Plaga <plaga@meridian.mi.us>; LuAnn Maisner <maisner@meridian.mi.us>; Melissa Massie <massie@meridian.mi.us>; Michael Hamel <hamel@meridian.mi.us>; Michelle Prinz <prinz@meridian.mi.us>; Miriam Mattison <mattison@meridian.mi.us>; Stephen Gebes <gebes@meridian.mi.us>; Tim Schmitt <schmitt@meridian.mi.us>; Deborah Guthrie <guthrie@meridian.mi.us>; Abigail Tithof <tithof@meridian.mi.us>

Cc: Brandie Yates <yates@meridian.mi.us>

Brandie & Andrea,

I just read through the Prime Magazine and I think it is EXCELLENT. I really love the tribute to Ron Styka on the inside cover, and the feature on our new Board members and supervisor on page 1. I really liked the Explore Meridian on pages 5 and 6, and also the Under Construction section on pages 3 and 4 is very good!

Great job by both of you on the new edition Prime Meridian Magazine. It will make an big impact on the community's knowledge of what is going on this summer in Meridian Township.

Phil

From: Andrea Smiley <smiley@meridian.mi.us>**Sent:** Thursday, April 21, 2022 4:18 PM**To:** Abigail Tithof <tithof@meridian.mi.us>; Amber Clark <clark@meridian.mi.us>; Ashley Winstead <winstead@meridian.mi.us>; Dan Opsommer <opsommer@meridian.mi.us>; Derek Perry <perry@meridian.mi.us>; Frank Walsh <walsh@meridian.mi.us>; Ken Plaga <plaga@meridian.mi.us>; LuAnn Maisner <maisner@meridian.mi.us>; Melissa Massie <massie@meridian.mi.us>; Michael Hamel <hamel@meridian.mi.us>; Michelle Prinz <prinz@meridian.mi.us>; Miriam Mattison <mattison@meridian.mi.us>; Stephen Gebes <gebes@meridian.mi.us>; Tim Schmitt <schmitt@meridian.mi.us>; Deborah Guthrie <guthrie@meridian.mi.us>; Phil Deschaine <deschaine@meridian.mi.us>**Cc:** Brandie Yates <yates@meridian.mi.us>**Subject:** Prime Meridian Magazine is here!

Hello Everyone,

The Prime Meridian Magazine was delivered today and sent to residents' homes. We will divide into quantities for all departments, buildings, etc. and have for you on Monday, April 25. If you want to take a look sooner, we have placed some in the vestibule of the Municipal Building. Thanks and have a great evening.

Andrea

**Andrea Smiley, CTA**

Marketing & Public Relations Specialist

smiley@meridian.mi.us

W 517.853.4384 |

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

2022 Prime Meridian Magazine

Frank Walsh <walsh@meridian.mi.us>

Thu 4/21/2022 4:16 PM

To: Brandie Yates <yates@meridian.mi.us>; Andrea Smiley <smiley@meridian.mi.us>

Cc: Abigail Tithof <tithof@meridian.mi.us>; Amber Clark <clark@meridian.mi.us>; Ashley Winstead <winstead@meridian.mi.us>; Dan Opsommer <opsommer@meridian.mi.us>; Ken Plaga <plaga@meridian.mi.us>; LuAnn Maisner <maisner@meridian.mi.us>; Melissa Massie <massie@meridian.mi.us>; Michael Hamel <hamel@meridian.mi.us>; Michelle Prinz <prinz@meridian.mi.us>; Stephen Gebes <gebese@meridian.mi.us>; Tim Schmitt <schmitt@meridian.mi.us>
Brandie & Andrea,

Nice job with the 2022 Prime Meridian Magazine. I especially like the cover.

Frank

“Best Town in Michigan to Raise a Family” Newsweek Magazine 2021

“Best Small Town in Michigan to Live” Niche 2020

“Be Somebody that Makes Everybody Feel Like Somebody.”



Frank L. Walsh

Township Manager

walsh@meridian.mi.us

W 517.853.4258 | F 517.853.4251

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us



Communications
Commission

Video Service Provider



April 7, 2022

Ms. Brandie Yates, Communications Manager
Meridian Township
5151 Marsh Road
Okemos, MI 48864

RE: Programming Advisory

Dear Ms. Yates:

As part of our ongoing commitment to keep you and our customers informed about changes to Xfinity TV services, we wanted to inform you of the following changes:

Effective May 12, 2022, Fox Sports 1 will no longer be offered as part of Digital Economy. These channels are available as part of Popular TV, Sports & News, and Digital Starter.

Please feel free to contact me at 734-359-2077 if you have any questions.

Sincerely,

Benjamin Miller
Director, External Affairs
Comcast, Heartland Region
1401 E. Miller Rd.
Lansing, MI 48911



June 1, 2022

Ms. Brandie Yates, Communications Manager
Meridian Township
5151 Marsh Road
Okemos, MI 48864

RE: Regional Sports Networks

Dear Ms. Yates:

We are committed to keeping you and our customers informed about changes to Xfinity TV services. As you may know, many sporting events and broadcasts were put on hold during the pandemic. We have been working hard to recover the fees regional sports networks charged us for those sporting events and broadcasts during the hiatus to pass back to our customers.

We are currently notifying customers in your community of a courtesy adjustment related to these fees. This adjustment reflects what has been committed to us by the regional sports networks in your area to date. We will continue to work to recover additional funds where possible. We are committed to giving our customers 100% of what we receive.

Please feel free to contact me at 734-359-2077 if you have any questions.

Sincerely,

Benjamin Miller
Director, External Affairs
Comcast, Heartland Region
1401 E. Miller Rd.
Lansing, MI 48911



Communications
Commission

Programming



To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: June 16, 2022
Re: Program Totals and Video On-Demand Totals

Program Totals (Year to Date):

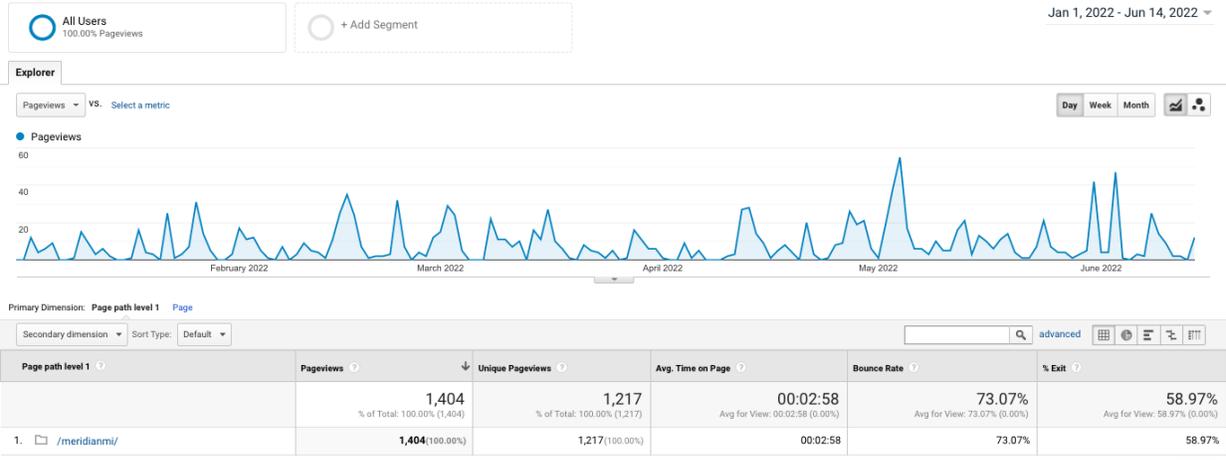
- Meridian Live: 27
 - Township Board: 10
 - Planning Commission: 10
 - Environmental Commission: 3
 - Zoning Board of Appeals: 4
 - Park Commission: 0
- Virtual View: 3
- HOM Entertainment: 4
- Special Features: 5
- Story Promos/PSAs: 21
- Sit-Down Interview Programs: 5

Video On-Demand Analytics on next page.

Memo to Communications Commission
June 16, 2022
Re: Programming
Page 2

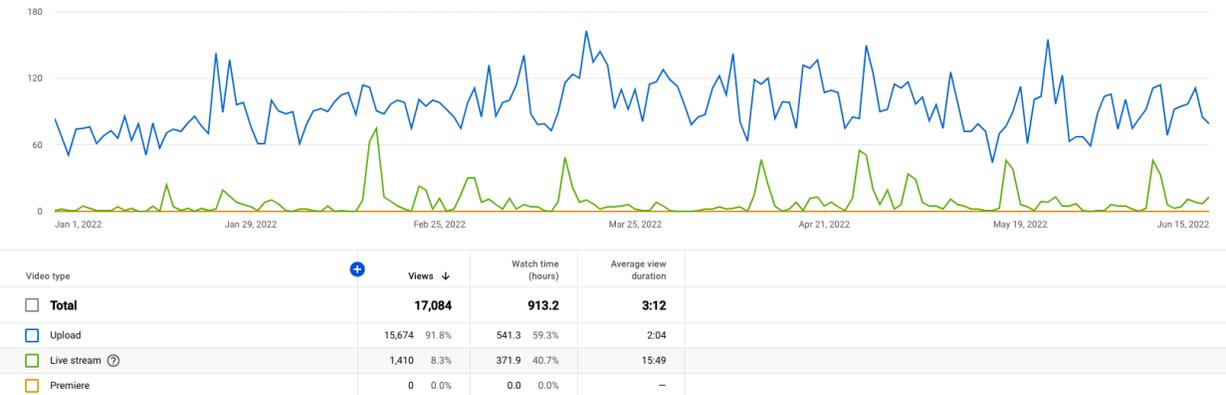
HOMTV Website Video On-Demand (Swagit)

HOMTV’s on-demand via Swagit has 1,404 views from January 1, 2022 to June 14, 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 17,084 total views, 15,674 of those were for uploaded content and 1,410 of those were for live-stream videos.





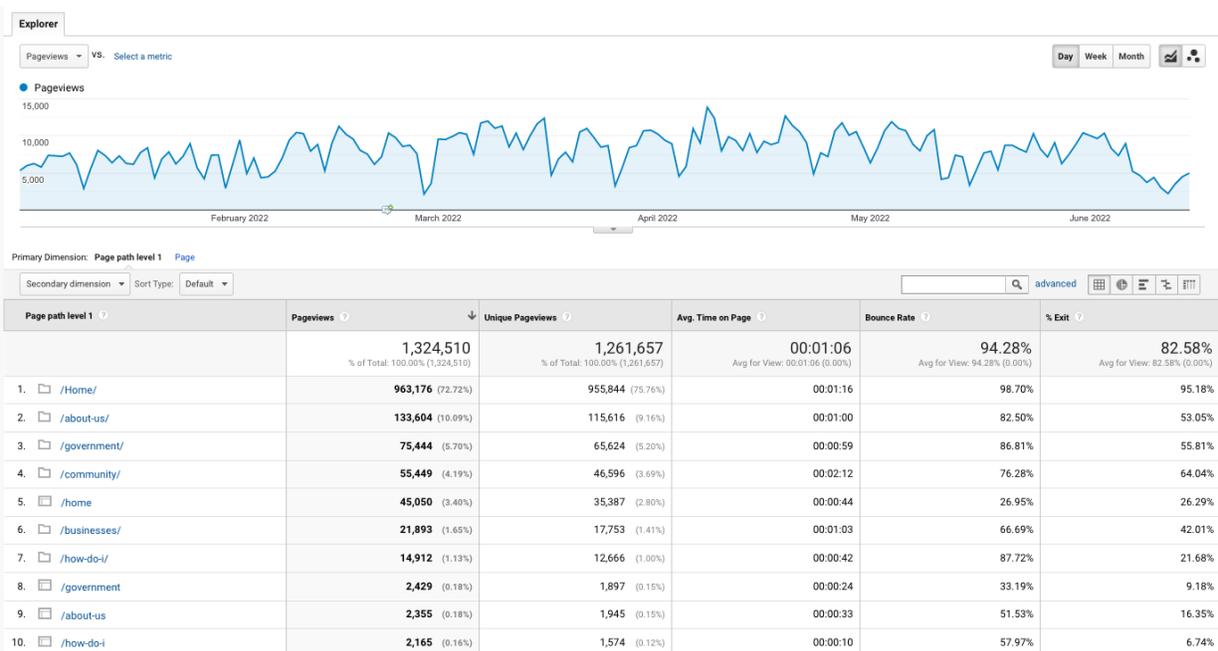
Communications
Commission

Analytics



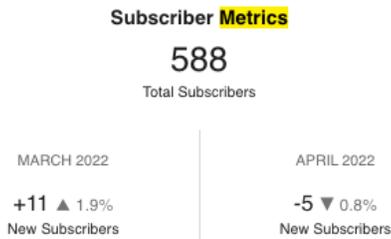
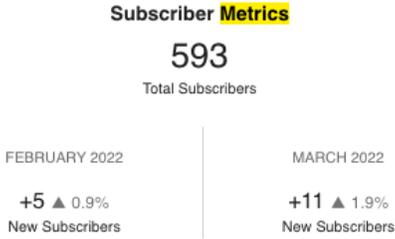
To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: June 16, 2022
Re: Meridian Township & HOMTV Website Analytics

The Meridian Township website saw 1.3 million pageviews from January 1, 2022 to June 15, 2022. The Content Drilldown from Google Analytics shows the top ten pages most visited by users.



Memo to Communications Commission
June 16, 2022
Re: Programming
Page 2

The next three images show GovDelivery statistics regarding the Meridian Township Website. March saw a total of 593 subscribers, but that number decreased to 586 by May. These stats also show the number of bulletins sent and the engagement rate at which they were opened.



Memo to Communications Commission
June 16, 2022
Re: Programming
Page 2

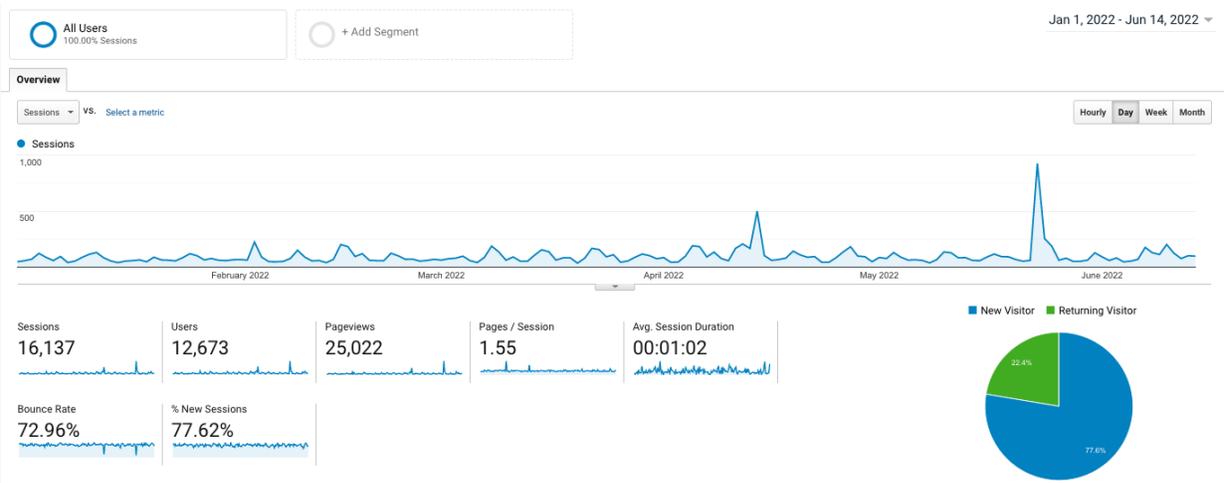
Subscriber Metrics



Bulletin Reach & Engagement

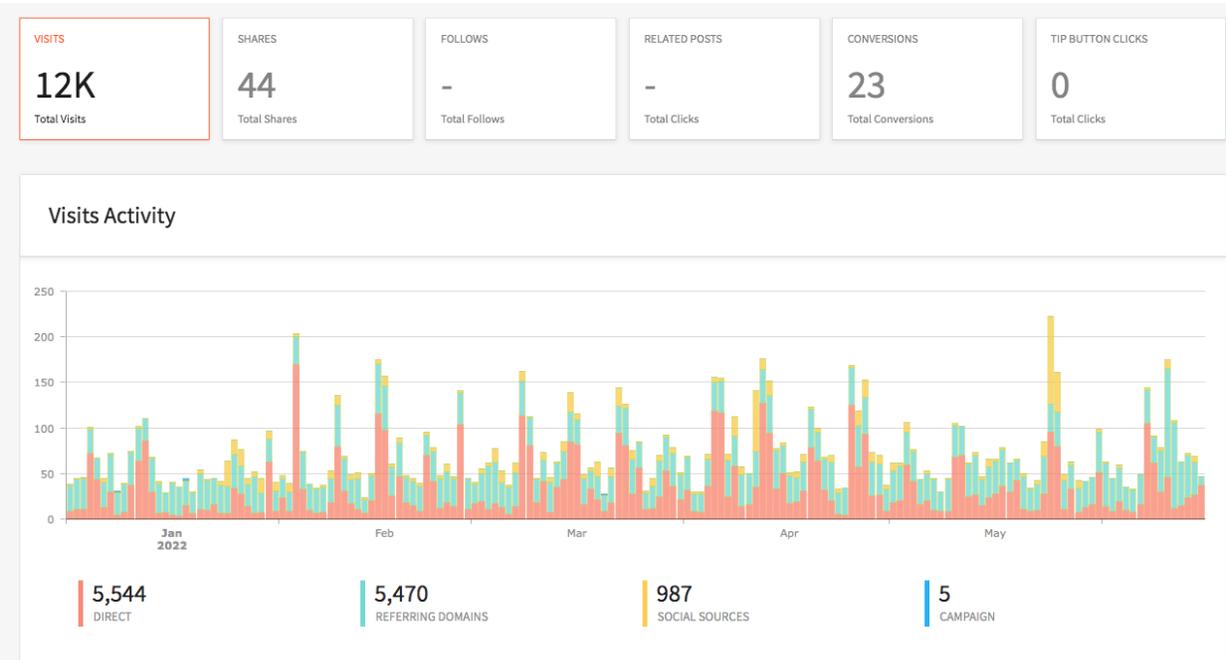


The HOMTV website had 25,000 pageviews from January 1, 2022 to June 14, 2022. Of the 12,673 users, 77.6% were new and 22.4% were returning.



Analytics from AddThis showed a little under 12,000 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
June 16, 2022
Re: Programming
Page 2



AddThis also shows the top social sources that lead to site visits. Of the 987 total visits to HOMTV’s website via social sources, Facebook was comprised of 914 visits.

Top Social Sources		987
		Total Visits
	Facebook	914
	Twitter	66
	LinkedIn	5
	Pinterest	2

[CSV](#)



To: Communications Commission
From: Andrea Smiley, Social Media & PR Specialist
Date: June 17, 2022
Re: Social Media Performance Summary YTD

Social News Desk Updates

Recently, our social media scheduling software added the LinkedIn platform. This allows us to post to all the social platforms except NextDoor at the same time. This option saves time and makes posting to our social media accounts more efficient.

Another feature that was recently added is the Newsin.bio option for Instagram. Since the Instagram platform doesn't allow for clickable links, the feature allows us to create clickable links in the bio location of our Instagram account.

Facebook

Meridian Township: Total Facebook followers YTD is 7.8K. Total Facebook page reach from January 1 – June 17 was 101,793, which is an increase of 76.5%. Page and profile visits were 10,820 for the same period, which was an increase of 64%.

HOMTV: Total Facebook followers YTD is 2,398. Total Facebook page reach from January 1 – June 17 was 8,285, which is a decrease of 72.6%. Page and profile visits were 1,608 for the same period, which was a decrease of 32.9%. 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 2,518 which is an increase of 149 page likes. Total Facebook page reach from January 1 – June 17 was 38,338, which is an increase of 27.9%. Page and profile visits were 2,039 for the same period, which was an increase of 63.8%.

Harris Nature Center: Total Facebook followers YTD is 3,556, which is an increase of 77. Total Facebook page reach from January 1 – June 17 was 35,042, which is a decrease of 6.8%. Page and profile visits were 1,859 for the same period, which was an increase of 48.6%.

Meridian Township Farmers' Market: Total Facebook likes YTD is 9,962, which is an increase of 525. Total Facebook page reach from January 1 – June 17 was 80,191, which is a decrease of 12.8%. Page and profile visits were 8,267 for the same period, which was a decrease of 17.5%.

Meridian Township Fire Department: Total Facebook likes YTD is 2,431, which is an increase of 45. Total Facebook page reach from January 1 – March 17 was 43,022, which is an increase of 17.1%. Page visits were 1,132 for the same period, which was a decrease of 23.2%.

Memo to Communications Commission
June 17, 2022
Re: Social Media Performance Summary YTD
Page 2

Twitter

Meridian Township: Total followers YTD are up to 3,216 which is an increase of 8 since the 1st quarter. Twitter impressions from January 1 – June 17 equaled 42,937 with 8,346 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 1,777, a decrease of 6. Twitter impressions from January 1 – June 17 equaled 24,700 with 5,464 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 331 impressions, was about an interview with Bob Hoffman from the Wharton Center as he discussed their 2022-2023 season.

Instagram

Meridian Township: Total Instagram followers for Meridian Township YTD equals 1945, an increase of 2% over the 1st quarter. Posts reached 3,281 accounts. Post interactions equaled 1240, an increase of 20.7%. Content interactions equaled 1,296, an increase of 21.3% and accounts engaged equaled 2,656, an increase of 36.8%.

HOMTV: Total Instagram followers for HOMTV YTD equals 475, an increase of .2% over the 1st quarter. Posts reached 3,448 accounts, which is a 258% increase from the first quarter. Post interactions equaled 63, a decrease of 38.9%. Content interactions equaled 112, a decrease of 21.2%. Accounts engaged equaled 60, a decrease of 4.8%.

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

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 738, an increase of 4.6% over the 1st quarter. Posts reached 880 accounts. Post interactions equaled 440, a decrease of 26.6%. Content interactions equaled 517, a decrease of 18.2%. Accounts engaged equaled 146, a decrease of 13.7%.

Memo to Communications Commission
June 17, 2022
Re: Social Media Performance Summary YTD
Page 3

Meridian Township Farmers' Market: Total Instagram followers YTD equals 1,086, an increase of 8.1% over the 1st quarter. Posts reached 1203 accounts. Post interactions equaled 376, an increase of 47.4%. Accounts engaged equaled 118, an increase of 21.6%.

LinkedIn

Meridian Township: Total LinkedIn followers are up to 653. Post impressions is at 3.2K. The account also had 40 unique visitors.

HOMTV: HOMTV LinkedIn has 1,211 followers. Total impressions equaled 681, and 50 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 11,946, an increase of 350 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 9,725 contacts with an average open rate of 47%, 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



➤ 2
2022
Elections

➤ 5
Explore
Meridian

➤ 7
Our
Wetlands

Remembering Supervisor Ron Styka

"Ron Styka was a kind and ethical guy. He cared deeply about Meridian Township and his remarkable 30 years of public service are a model for others to emulate."
~Township Manager
Frank L. Walsh



In February 2022, the community mourned the passing of Township Supervisor Ron Styka and paid tribute to his legacy of public service since 1990.

- Meridian Township Supervisor 2016-2022
- Meridian Township Trustee 2012-2016
- Michigan Association of School Board's Award of Merit in 2010
- Okemos Board of Education 1990-2006, 2011 & 2012
- Various other community organizations

He was a native of Detroit, proud graduate of Cass Tech High School, University of Detroit and the University of Michigan Law School. His legal career at the Michigan Attorney General's Office spanned 40 years. Ron will be greatly missed by the community.

MERIDIAN
Cares Making a Difference

Ron Styka Memorial Fund

Contribute to the Ron Styka Memorial Fund to benefit those in need in the community through Meridian Cares.

To make a tax-deductible donation, visit meridian.mi.us/MeridianCares or scan the QR Code.

Donations can also be mailed to: Meridian Cares, Ron Styka Memorial Fund, 5151 Marsh Rd., Okemos, MI 48864.



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Green Meridian

- 07 Our Wetlands
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Celebrating 25 Years

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QR Code
Introduction

Scan the QR Codes throughout the Prime Meridian Magazine for additional details on our website including maps, photos, videos and more! Using your smartphone camera app, hover over each QR Code for access to more information.

04



05



Elected Officials

Township Board:

Supervisor - Patricia Herring Jackson
Clerk - Deborah Guthrie
Treasurer - Phil Deschaine
Trustee - Scott Hendrickson
Trustee - Kathy Ann Sundland
Trustee - Marna Wilson
Trustee - Courtney Wisinski

To contact the Township Board, email board@meridian.mi.us or to email a board member directly, visit meridian.mi.us/TownshipBoard

Park Commission:

Chair - Mary Nardo Farris
Vice Chair - Ami Van Antwerp
Commissioner - Amanda A. Lick
Commissioner - Michael McDonald
Commissioner - Mark Stephens

Utility Bill & Tax Payment Options

- **In person at the Treasurer's Office**
Monday - Friday
8:00 am - 5:00 pm
- **24-hour White Drop Box**
Located outside at the Municipal Building.
- **Mail**
5151 Marsh Rd., Okemos, MI
- **Pay Online**
meridian.mi.us/BillPayments



On the Cover:

Turn intention into action by joining the Meridian Conservation Corps. For volunteer opportunities and environmental conservation efforts, visit meridian.mi.us/MCC.

Leading the Way

New Leadership



Trustee Patricia Herring Jackson was appointed to the position of Supervisor to fill the vacant seat due to the unfortunate passing of Supervisor Styka.



Marna Wilson and Scott Hendrickson were unanimously selected to fill the two vacant Trustee seats on the Meridian Township Board.

**Under state law, the appointed individuals will serve until November 20, 2022. Anyone seeking to be elected to serve the remainder of the term (November 2024) are required to run for office in the 2022 Primary and General Elections.*



Trustee Dan Opsommer was named as the new Assistant Township Manager/Director of Public Works & Engineering.

"It has been an honor to serve our residents over the past 6 years and I'm excited to continue that public service in this new role."
~Assistant Township Manager Dan Opsommer

Your Vote Counts!

2022 Elections

Approx.
33,000
Registered Voters
& 16,000
Absentee
Voters

➤ Primary Election
August 2, 2022

➤ General Election
November 8,
2022

Polls Open
7:00 am - 8:00 pm
on Election Days



Vote at Home

All registered voters in Michigan can vote using an Absentee Ballot without leaving their home. Voted Absentee Ballots can be returned by mail, dropped off in the 24-hour White Drop Box or inside at the Township Clerk's Office at the Municipal Building.

To request an Absentee Ballot Application or to join the Permanent Absentee Voter List, call 517.853.4300 or email clerksoffice@meridian.mi.us.

Check to see if you are registered, view your ballot online or change your voter information at michigan.gov/vote or scan the QR Code.



Drop Box



Municipal Building
5151 Marsh Rd.

Voter Registration

The last day to register in any manner other than in-person with the local clerk is:

- July 18 - Primary Election
- October 24 - General Election

After these dates, residents may only register to vote in-person with proof of residency at the Township Clerk's Office through 8:00 pm on August 2 for the Primary Election and November 8 for the General Election.

Precinct Changes

Ingham County's Reapportionments and State Redistricting, along with long standing school boundary lines, has caused several split precincts in the Township. To lessen voter confusion, boundary lines have been redrawn to eliminate split precincts.

All Meridian Township voters will receive new voter identification cards with updated information for this year's elections.



For important election information including candidates, ballot language and polling locations, visit meridian.mi.us/Elections.

Under Construction



Haslett Marathon

1619 Haslett Rd.



Village of Okemos
(New Rendering)

4663 Hamilton Rd.

Development Projects

2021 was an incredibly strong year with approximately \$75 million of new investments in the Township. As developments continue to progress in 2022, residents are encouraged to keep an eye on some key commercial projects:

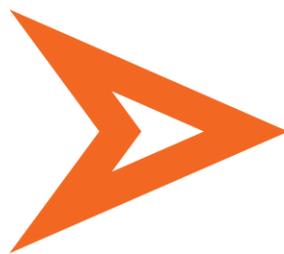
- Trader Joe's (2755 E. Grand River Ave.)
- Pine Village (1673 Haslett Rd.)
- Haslett Village Square Concept 2 (1655 Haslett Rd.)
- Joe's on Jolly (2360 Jolly Rd.)
- Sparrow Emergency Room (2446 Jolly Rd.)

For development updates, visit meridian.mi.us/DevelopmentProjects or scan the QR Code.



Support Local During Construction

Follow the Meridian Arrows to support local businesses during road construction. Continue to enjoy access to your favorite local business for shopping and dining.





Local Roads Program

Paving expected to begin in May 2022

Township Projects

Okemos Rd. Bridge

The Ingham County Road Department is replacing the two existing Okemos Rd. bridges with a 5-lane, single span bridge. Northbound traffic will be maintained, southbound traffic will be detoured throughout the project.



Bridge to open by late November 2022

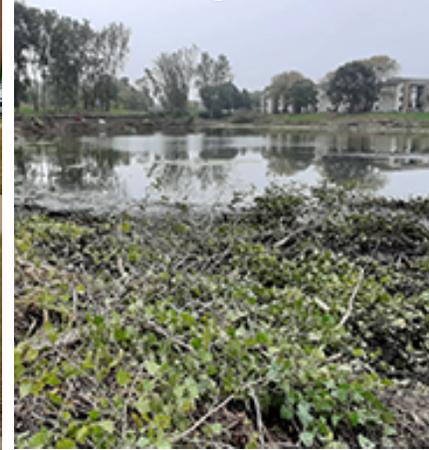


MSU to Lake Lansing Trail Phase I & II complete in 2022



Ongoing construction April-October 2022

Daniels Drain Scheduled April-June 2022



M-43/Grand River Ave. Enhancement

The Michigan Department of Transportation (MDOT) is investing approximately \$14.7 million to perform resurfacing and drainage improvements on M-43. Intermittent curb & gutter replacements, sidewalk & ADA ramp improvements, HMA cold milling & resurfacing of Grand River Ave., watermain installation & full re-construction of Grand River Ave. at Okemos Rd. will take place in 2022.

For construction related questions or concerns, contact dpw@meridian.mi.us or call 517.853.4440.

For road closures and construction updates, visit meridian.mi.us/TownshipProjects or scan the QR Code.



Explore Meridian

Places to Visit



Marketplace on the Green

Home of the year-round Farmers' Market, the Marketplace on the Green pavilion is the Township's social & economic centerpiece providing community space for events, recreation, live music and more! Pavilion rentals are available. For details, contact parks@meridian.mi.us or call 517.853.4600.

Saturday Market Days (May-Oct.) 8:00 am - 2:00 pm
Wednesday Market Days (June-Oct.) 3:00 pm - 7:00 pm

Meridian Historical Village

Visit our picturesque Historical Village at Central Park, where historic buildings are carefully restored and history is preserved. We invite you to enjoy the village grounds and surrounding trails throughout the year. Join the Friends of Historic Meridian at the Heritage Festival on October 1.

Schedule a tour by calling 517.347.7300



Nokomis Cultural Heritage Center

Dedicated to the preservation of history, arts, culture and language of the Anishinaabe people (Ojibwe, Odawa and Potawatomi nations), the Center fulfills this mission through programs, exhibitions and special events.

Join cultural classes by calling 517.349.5777

A Prime Community

Things To Do

For a full listing of Township events happening throughout the year, visit meridian.mi.us/Calendar or scan the QR Code.



Memorial Day Program
Glendale Cemetery
May 30, 2022 @ 11:00 am
Honoring those who served and celebrating those who continue to protect our country.



Celebrate Meridian Marketplace & Central Park
June 25, 2022
8:00 am - 11:00 pm
Make the most of your summer with a community-wide celebration, including fireworks.



Sports Leagues
Recreational sports programs & activities for all ages. Have fun and stay physically active!



Summer Concert Series
June - August 2022
Enjoy talented local artists on stage at the Marketplace on the Green pavilion every Wednesday night.



Volunteer
Help beautify our parks, become an environmental steward, join a service group, apply for public service or donate to Meridian Cares.



Visit Lake Lansing
Come out for a day of picnicking, swimming, fishing, volleyball, horseshoes and boating. Coming soon - a disc golf course.

Trails



- 20 miles of trails
- 76 miles of pedestrian & bicycle pathways

Parks



- 30 parks for recreation, play and relaxation

Playgrounds



- 14 playgrounds for endless fun

Green Meridian

Our Wetlands

Over 25% of Meridian Township is covered in wetlands, making wetland stewardship an important responsibility and opportunity in every neighborhood. Join the Wetland Education Team in the “Build Back the Buffer” Wetland Education Campaign.



#BuildBacktheBuffer

Residents can help protect wetlands and take part by planting native plants on their property. Putting native plants back into the buffer or in a vegetation strip, helps to maintain ponds, streams and wetlands in their natural state by filtering out pollutants, providing habitats for wildlife and securing stream banks against erosion. Visit meridian.mi.us/Wetlands to find out more.



Solarize Meridian

Meridian Township has a goal of obtaining 25% of electricity from renewable energy by 2025. Each year, Meridian Township officials and staff determine a viable location for a solar panel installation.

2021
355 solar panels were installed on the roof of the Meridian Service Center.

2022
Two 20kW solar arrays will be installed on the Public Safety Building carports.

To help residents learn about solar electric systems and purchase solar panels at a discounted price, Meridian homeowners who have purchased a solar system will share their experiences with their neighbors during short in-person or virtual Solarize Meridian Meetings. The homeowner’s solar installer will also be there to talk about and answer questions about solar equipment, installation and costs. Join the conversation or host a presentation today! Visit meridian.mi.us/Solar for more details.

To learn more about environmentally friendly initiatives and how you can get involved, visit meridian.mi.us/GreenMeridian or scan the QR Code.





Celebrating!

25th Anniversary

The Harris Nature Center (HNC) opened its doors to the public in 1997 making this year the 25th anniversary! Located along the Red Cedar River, nestled between Eastgate and Legg Parks within Meridian Riverfront Park, HNC's focus is on protecting, promoting and interpreting the Red Cedar River through educational opportunities.



Visit meridian.mi.us/HNC or scan the QR Code for more information about visiting the nature center and registering for events & classes!





1986

The Township purchased the HNC property with Land and Water Conservation funds.

June 8, 1996

The Township broke ground for the renovations to convert the house into a nature center building.

July 22, 1997

The HNC officially opened and began offering environmental activities and outdoor recreation opportunities to the public.



Over the Years

- HNC serves more than 20,000 visitors every year.
- HNC offers educational displays and live animal exhibits with 23 animal residents.
- HNC is the only nature center in Mid-Michigan dedicated to the preservation of the Red Cedar River.
- Funded by the Meridian Township Park Millage, grant funds, generous donors and the Harris Nature Center Foundation.



In addition to exploring the nature center and six miles of trails on your own, the center offers many youth and adult programs led by a naturalist.

Over the years, HNC has enhanced the exhibits and nature programs with added features. Additions include the river overlook deck, Nature Exploration Area, birding observation deck, pavilion and outdoor restrooms.



Enhancing Service

Police

Meridian Police partnered with the Community Mental Health Authority launching the Telehealth Program in 2021, and continue to provide mental health services to the community. Through this program, officers are equipped with tablets to virtually bring clinicians to those in crisis. The goal of this program is to increase both hospital and jail diversions by providing additional support in stabilizing and connecting people with services in their time of crisis. In summer 2022, the program is expected to expand to be used for follow-up care.

“We want people in crisis to know that we will do everything we can to provide them a safe connection to resources that will help them through their situation.”

~ Police Chief Ken Plaga

Visit meridian.mi.us/Police for community outreach and safety tips.



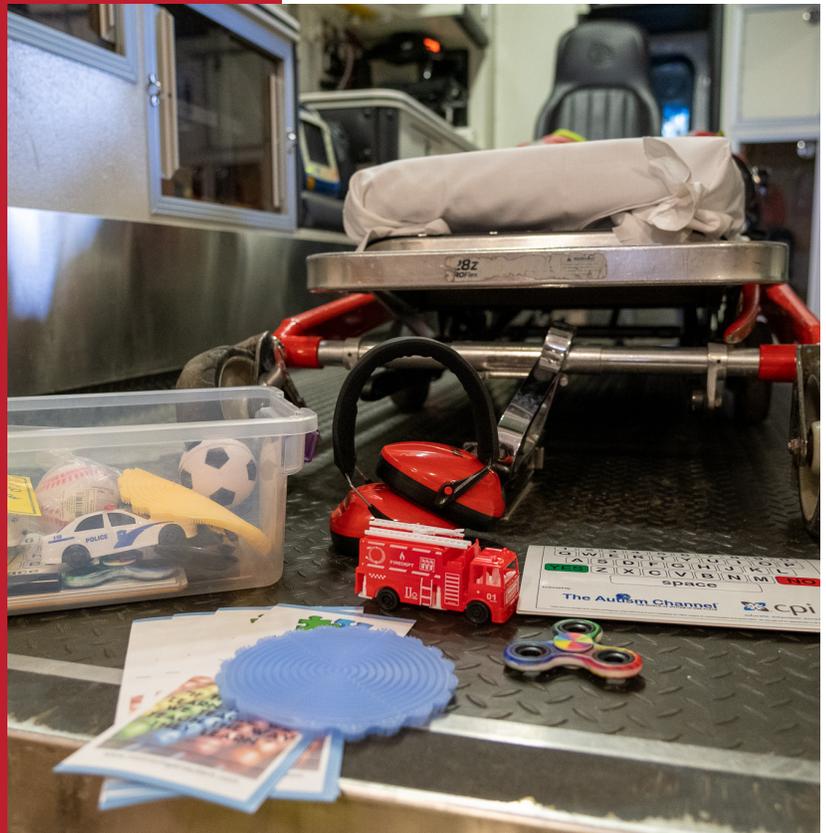
FIRE

In order to serve those with Autism Spectrum Disorder (ASD), Meridian Township ambulances are equipped with sensory friendly kits. These kits help those with developmental disabilities and sensory processing disorders, as well as other neurodivergent individuals and their families.

The sensory friendly kits are plastic totes containing items such as fidget spinners, little cars, soft items and communication cards.

The Fire Department worked with the Mid-Michigan Autism Association to put together these kits and provide additional training for staff to better serve the community.

For more community initiatives and fire safety information, visit meridian.mi.us/Fire.



For those interested in serving and protecting the community by joining the ranks of Police Officer or Firefighter/Paramedic, apply at meridian.mi.us/Careers or scan the QR Code.



5151 Marsh Road
Okemos, MI 48664

A PRIME COMMUNITY
meridian.mi.us



Get Connected

Like us, follow us and join our conversation!

Visit meridian.mi.us/GetConnected or scan the QR Code to sign up for digital newsletters and eNotifications.

Find us on social media!



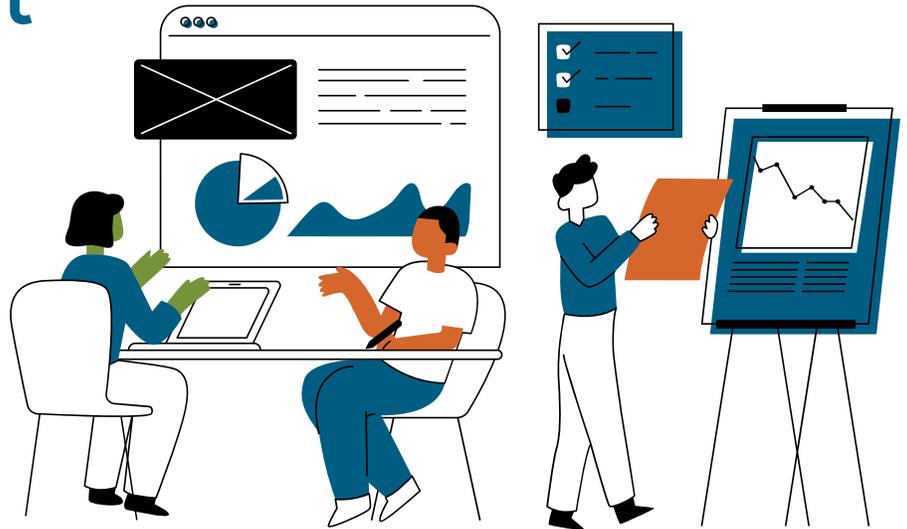
Community Engagement



Survey Snapshot

Thank you to those who participated in the recent Community Engagement & Communications Survey! Your input is an important contribution to our communications strategy on the ways we could better connect and inform our community. Results can be found at meridian.mi.us/GetConnected.

If you would like to provide feedback and/or require a paper copy of the survey, please contact communications@meridian.mi.us or call 517.853.4370.



This annual magazine is published by the Meridian Township Communications Department. Please contact communications@meridian.mi.us or call 517.853.4370 with questions or comments. Visit meridian.mi.us/Publications for the electronic version of this magazine and past issues.



Communications
Commission

Finance



Communications
Commission

HOMTV Internship/Alumni