



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
REGULAR MEETING
June 2, 2021 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. April 7, 2021 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
 - A. Deputy Township Manager - Updates on Broadband in Meridian Township
 - B. Department Goals & Project Update Report – May 2021
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
9. DISCUSSION ITEMS
10. COMMUNICATIONS
 - A. Compliments/Complaints
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
Virtual via Zoom Conferencing
Wednesday, April 7, 2021 6:00 pm

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

1. **CALL MEETING TO ORDER**

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

4. **APPROVAL OF AGENDA**

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

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Commissioner Charles moved **TO APPROVE THE MINUTES FOR WEDNESDAY, FEBRUARY 3, 2021 REGULAR MEETING**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Township website refresh – next phase waiting for project manager. Working with outside Technical engineer in HOMTV's server room to remove unnecessary equipment. Installed new Swagit encoder and new CAMTV encoder to send signal to AT&T.

Spring semester is ending and starting interviews for summer semester, which begins second week of May. Attended the Broadband work group meeting. HOMTV sponsored the MAB Conference/Virtual Event and Communications Manager was invited to be a speaker.

The Communications Department started a Meridian Cares t-shirt fundraiser and initially sold 50 t-shirts, raising over \$200 in the first 2 weeks.

7. **TOWNSHIP BOARD LIAISON**

Downtown Okemos construction will continue this spring after environmental efforts. Breaking up parking lots, sidewalks, etc. & removing waste will begin. Recreational Marihuana – TB hasn't received direction and Board is not really in agreement, so no movement has been made. The topic has been taken off the Boards agenda for the month of April. Will come back as a discussion item, though.

Minutes – Communications Commission

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Broadband committee meeting hosted by Deputy Township Manager. Deputy Twp. Manager is very close to creating a draft RFP to present to TB in the next 30 days. Road work will start again soon.

Township Board approved mini food pantries. Worked with Meridian Company to make and build. Three were built for the Twp. and paperwork has been signed by Haslett & Okemos library branches to take ownership. Meridian Company also donated food to start the pantries. Township Clerk and Economic Development Director are working together to secure the third location. Pantries will be available 24/7 and have been painted in Twp. colors.

Elections – new Deputy Clerk hired for the Clerk’s Office. Robin Faust promoted from the Parks Department. Special Election on May 4th for Okemos Public Schools. Must send in application to receive absentee ballot.

Resolution of Support for Autism month was approved by TB. Two additional resolutions for Sexual Assault Awareness month and Child Abuse Prevention month.

COMMISSION REPORT

Commissioner Seipel has retired so no longer has restrictions preventing him from participating in certain aspects of the commission. Congratulations on retirement were provided to Commissioner Seipel.

8. **ACTION ITEMS**

A. Communications Commission 2021 Goals

Commissioner Charles moved **TO APPROVE THE COMMUNICATIONS COMMISSION 2021 GOALS**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

B. Letter of Support for Meridian Township Broadband Goal

Commissioner Seipel moved **TO APPROVE THE LETTER OF SUPPORT FOR MERIDIAN TOWNSHIP BROADBAND GOAL**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

9. **DISCUSSION ITEMS**

A. **CAMTV Policies & Procedures Manual Revisions**

Working to strengthen CAMTV or decide to go a different direction. Will need to add DEI language to the policies. Need to update the format language based on technology changes. It was mentioned and explained the reason behind the Regional Television Coordinator position being listed in the policies. The channel was originally started for multiple communities to have a regional way to playback programs. Meridian Twp. and City of EL combined on same system and connected together, but Lansing went a different direction with their own public access facility. AT&T airs CAMTV programming in all the communities on channel 99. However, there were many times that the signal was not sent due to technical difficulty.

Commissioners should consider reviewing current programming on CAMTV to make sure it complies.

B. Broadband Access in Meridian Township Work Group Updates

The Communications Commission is in full support of the TB even though no meetings have been planned yet. The CC work group is in the research phase. Waiting for lead from Chair Kiyak. Eventually would like to join CC work group with TB work group to have one cohesive team.

C. Communications Commission Rules & Procedures Revisions Work Group Updates

Old language eliminated, new language added. Would like to have other commissioners look over. Need to develop mission & vision statement for the Communications Commission and department. Would like to bring back as an action item at the June meeting. Need to update website with new language, which will help with recruitment of commissioners.

Suggestions to look at language of cable vs. video service and also language of cable vs. communications. Align language with other boards & commission, like stating “conflict of interest.”

10. COMMUNICATIONS

11. REPORTS

A. Video Service Provider(s) – Comcast announcement: 10th Anniversary progress report on Internet Essentials. Connected 10 million people over the past 10 years. Made commitment to provide an additional \$1 billion in support over next 10 years to close the digital divide and help people get connected. The goal is to reach 50 million in the country. Disney Plus and ESPN Plus are now available on X1 platform.

B. Website & Social Media

C. Promotions/Publications – Prime Meridian Magazine, designed and written by Communications Department. Comments that the magazine is very professional looking.

D. Finance – Budget items will be on the June meeting agenda to discuss and approve

E. HOMTV Internship/Alumni – The Golden Tape Awards was held virtually this year. Awards were based on the Golden HOMies. Comments that the program went really smooth and it was a great presentation with good quotes from the guest speakers.

12. PUBLIC REMARKS

N/A

13. ADJOURNMENT

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

VOICE VOTE: Motion carried unanimously

Vice Chair Benenson adjourned the meeting at 7:09 pm.



Communications
Commission

Communications Manager Report

Brandie Yates

From: Michigan Executive Office of the Governor <mieog@govsubscriptions.michigan.gov>
Sent: Wednesday, May 12, 2021 12:47 PM
To: Communications (DG)
Subject: RELEASE: Lt. Governor Gilchrist Encourages Michiganders to Sign Up for Federal Program to Lower Cost of High-Speed Internet



FOR IMMEDIATE RELEASE

May 12, 2021

Contact: Press@michigan.gov

Lt. Governor Gilchrist Encourages Michiganders to Sign Up for Federal Program to Lower Cost of High-Speed Internet

Michiganders are eligible to receive discounts on internet service and devices.

LANSING, Mich. – Lt. Governor Garlin Gilchrist II and the Connecting Michigan Taskforce are encouraging Michigan families to sign up for a new federal program to help lower the cost of high speed internet service, which has begun enrolling participants today.

The Emergency Broadband Benefit, a new program from the Federal Communications Commission (FCC), is making \$3.2 billion available nationwide for eligible households to receive discounts of up to \$50 per month on internet service, or up to \$75 per month for qualifying households on Tribal lands. In addition, some internet service providers will also provide a one-time \$100 discount toward the purchase of a computer, laptop or tablet.

“With children learning online and parents working from home, the COVID-19 pandemic has highlighted just how great the need for reliable and affordable high-speed internet access is in Michigan, just as it is everywhere in our country,” said **Lt. Governor Garlin Gilchrist**. “Internet service is no longer a luxury, it’s a necessity. I’m committed to making sure that we level the playing field so that everyone in our state has an equal opportunity to take advantage of online resources and participate fully in our society and economy. We are working on getting the word out about the Emergency Broadband Benefit program to both broadband providers and residents across Michigan to ensure that every eligible household in our state has an opportunity to take advantage of this tremendous federal resource.”

A household is eligible if one member of the household meets at least *one* of the criteria below:

- Has an income that is at or below 135% of the [Federal Poverty Guidelines](#) or participates in certain assistance programs, such as SNAP, Medicaid or the FCC’s [Lifeline](#) program;

- Approved to receive benefits under the free and reduced-price school lunch program or the school breakfast program, including through the USDA Community Eligibility Provision, in the 2019-2020 or 2020-2021 school year;
- Received a Federal Pell Grant during the current award year;
- Experienced a substantial loss of income through job loss or furlough since February 29, 2020 and the household had a total income in 2020 at or below \$99,000 for single filers and \$198,000 for joint filers; or
- Meets the eligibility criteria for a participating provider's existing low-income or COVID-19 program.

In addition to the federal program, more than \$20 million in Connecting Michigan Communities (CMIC) grants have been awarded by the Whitmer Administration to help bring service to approximately 12,000 homes and businesses, and additional grants are expected to be announced in June 2021. The economic impact of the CMIC grants is projected to exceed \$25 million.

Michigan has experienced tremendous success in securing federal resources to help expand internet access in our state. Over the past year, providers in our state have secured more than \$22.5 million from the U.S. Department of Agriculture's Broadband ReConnect Program, \$1.8 million from the Federal Communications Commission's (FCC's) COVID-19 Telehealth Program, and \$363 million from the FCC's Rural Digital Opportunity Fund Program.

The Emergency Broadband Benefit that launched today is one of several important federal initiatives designed to improve connectivity. On Monday, May 10, the FCC voted unanimously in favor of the Emergency Connectivity Fund, which will provide \$7.1 billion nationwide to help schools and libraries improve access to internet service. In addition, the National Telecommunications and Information Administration will soon begin taking applications for three national grant programs that were established under the Consolidated Appropriations Act of 2021 and will collectively award more than \$1.6 billion to improve access, adoption, and digital literacy. The Whitmer Administration continues to work to ensure that Michigan takes full advantage of these federal resources, as well as the State and Local Recovery Funds that were made available through the American Rescue Plan, to help ensure that every home and business in Michigan can connect to reliable, affordable high-speed internet service.

Beginning May 12, 2021, eligible households can enroll in the Emergency Broadband Benefit program through a [participating broadband provider](#) or directly with the [Universal Service Administrative Company \(USAC\)](#) at www.getemergencybroadband.org. Mail-in applications will also be available. Additional information about the Emergency Broadband Benefit is available at www.fcc.gov/broadbandbenefit, or by calling 833-511-0311 between 9 a.m. and 9 p.m. any day of the week.

To learn more about the Connecting Michigan Task Force and related initiatives in Michigan, visit www.michiganbusiness.org/broadband.

###

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Brandie Yates

From: Michigan Economic Development Corporation
<DoNotReply@info.MichiganBusiness.org>
Sent: Wednesday, May 12, 2021 5:21 PM
To: Brandie Yates
Subject: Michigan Broadband Report



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

MICHIGAN BROADBAND REPORT



Photo courtesy of fcc.gov/emergency-broadband-benefit-social-media-images

Emergency Broadband Benefit Program Launched Today

Lt. Governor Garlin Gilchrist II and The Connecting Michigan Taskforce is encouraging participation in a new federal program to help lower the cost of broadband for eligible households across the state, enrollment for this program is now open.

The Emergency Broadband Benefit, a new program from the Federal Communications Commission (FCC) is making \$3.2 billion available nationwide to provide broadband discounts for eligible households – an opportunity to help make critical high speed internet more affordable for Michiganders.

The Emergency Broadband Benefit program provides a discount of up to a \$50 per month toward broadband service for eligible households and up to \$75 per month for qualifying households on qualifying Tribal lands. The benefit also provides up to a \$100 per household discount toward a one-time purchase of a computer, laptop, or tablet if the household contributes more than \$10 and less than \$50 toward the purchase through a participating broadband provider.

Emergency Broadband Benefit enrollment is now open. Eligible households can enroll through a [participating broadband provider](#) or directly with the [Universal Service Administrative Company \(USAC\)](#) at www.getemergencybroadband.org. Mail-in applications will also be available. Additional information about the Emergency Broadband Benefit is available at www.fcc.gov/broadbandbenefit, or by calling 833-511-0311 between 9 a.m. and 9 p.m. any day of the week

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. To support that effort, the Michigan Economic Development Corporation has also partnered with Connected Nation Michigan (CNMI) to facilitate the Connecting Michigan Taskforce.

To learn more about the Connecting Michigan Task Force and broadband initiatives in Michigan, visit www.michiganbusiness.org/broadband.

Listen to this...Webinars and Podcasts

The FCC hosted a public webinar to provide information on the Emergency Broadband Benefit (EBB) [Webinar \(Taped\)](#)

Connected Nation Michigan dis the Emergency Broadband Benefit program as part of their Connecting Michigan Communities Series. [Listen Here](#)

Resources

- [EBB Outreach Toolkit](#)
- [Consumer FAQ](#)
- [Participating Providers Look Up Tool](#)
- [Application Link](#)

- [MPSC COVID Assistance Page](#) (including EBB Program)

You are receiving this message because you requested email communications from the Michigan Economic Development Corporation. To [unsubscribe](#) or to update your subscriptions, modify your password or email address at any time visit your [Subscriber Preferences Page](#). You will need to use your email address to log in. If you have questions or problems with the subscription service, please contact [subscriberhelp.govdelivery.com](#).

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This email was sent to yates@meridian.mi.us , on behalf of: Michigan Economic Development Corporation · 300 N. Washington Sq. · Lansing, MI 48913 · 888-522-0103



Communications Department/HOMTV Goal & Project Update Report May 2021

Upgrade and Refresh Township Website



The Communications Team has been attending weekly project meetings for the Township website redesign. The project is in the Discovery Phase where the website company, Granicus, is gathering metrics and analytics. Staff filled out an extensive survey about the goals of the new website, provided design feedback of sample sites and delivered Township branding materials. Granicus developers will now design a proposed wireframe of the new homepage and interior page stylings for staff to approve. Data and design findings will be presented to the members of the Township Website Redesign Work Group.

Staff is also attending Granicus University training sessions on workflow management, new widgets and components, ADA compliance and content clean-up.

Staff continues updating content on the current website to make for a smoother transition to the newly designed website. Recent Township webpages that have undergone significant design and content revisions include:

- Green Meridian – www.meridian.mi.us/GreenMeridian
- Meridian Cares – www.meridian.mi.us/MeridianCares
- Harris Nature Center (Camps Subpage) – www.meridian.mi.us/HNCCamps
- COVID-19 Resources - www.meridian.mi.us/COVID-19
- Recreation & Sports - <http://bit.ly/MTwpParksandRecMainPage>

Marketing and Communications

The Communications Team continues to meet with staff from each Township Department to determine and fulfill marketing projects. Some of those projects include the following:



Communications Department/HOMTV
Goal & Project Update Report
May 2021



The Harris Nature Center Logo design was finalized and revealed to the community during a special Facebook LIVE unveiling. The new logo reflects the Township Brand Standards and highlights Tyco the Turtle, the original turtle of the center.

A digital version of the Meridian Conservation Corps newsletter was tested, and will be implemented with the next edition (<http://bit.ly/MCCFlipSnackNewsletter>). Staff is currently working with on a digital Farmers' Market newsletter to highlight vendors, products, etc. These new digital newsletters will be shared on social and added to their respective website pages on Meridian Township's website.

**Meridian Cares
T-shirt Fundraiser**

**Make a Difference &
Order One Today!**

Scan the QR Code or visit
<https://www.bonfire.com/meridian-cares-fundraiser/>

Proceeds from sales will directly support
those in need in Meridian Township

A Prime Community

A new fundraiser for Meridian Cares began in March 2021. Staff designed a t-shirt with the Meridian Cares logo and promoted to the community, Township staff and Township Board and Commission members to purchase in support of the Meridian Cares program. In just 2 months, we have sold 84 t-shirts with a profit of \$476.71.

Staff is currently designing brochures for the Public Works Department to be inserted with the residents' utility bills.

Staff is also assisting the Neighborhoods & Economic Development Director with business/development marketing materials for upcoming meetings and events.



Communications Department/HOMTV Goal & Project Update Report May 2021



As part of the new social media strategy, the Communications Team evaluated all the social pages and will be combining content for pages that were under performing. The Meridian Cares Facebook page and the Green Meridian Facebook page will be shut down by the end of the first week of May and all future content will be posted to the main Township Facebook page. Content will be posted consistently under the themes “We Care Wednesday” for Meridian Cares and “Think Green Thursday” for Green Meridian.

HOMTV Operations & Equipment

HOMTV continues producing and televising virtual Township Board and Commission meetings via Zoom. The virtual meeting coverage can be viewed live on the HOMTV channel, website, Facebook and YouTube. Meetings are also available on-demand at www.homtv.net.

HOMTV also provided live event coverage for the Meridian Township Police Incident Investigation Press Conference on April 23, 2021.



Staff continues working on the HOMTV Server Room Reconfiguration Project with a local engineer and the Meridian Township IT Department. Significant progress has been made to remove old equipment. Remaining equipment is being re-routed to improve efficiency of station operations and provide needed maintenance to ensure proper functionality and longevity of the equipment.



Communications Department/HOMTV Goal & Project Update Report May 2021



During this process, staff discovered the encoder, which sends the CAMTV signal to AT&T, was no longer functioning. In order to comply with the AT&T Franchise Agreement and stream CAMTV to approximately 17 communities on the AT&T U-verse system, an emergency purchase was made to replace the HD encoder and restore the channel signal. Once all the equipment has arrived, the new encoder will be installed.

HOMTV Programming & Internship



Your Choice 2021 Election programs were produced for the May 4, 2021 Special Election. HOMTV reporters interviewed the Okemos Public Schools Superintendent about the two Okemos Public Schools proposals on the ballot. An interview was also conducted with the Meridian Township Clerk about important election information.

HOMTV will soon launch a new program called Virtual View. This program series will provide an identity and will feature the full-length Zoom interviews staff and interns are conducting about various topics in and around Meridian Township.

HOMTV staff and interns were able to produce a couple Meridian News Now programs in March and April. One was in the studio and the other was produced via Zoom. Both episodes showcased all of



Communications Department/HOMTV Goal & Project Update Report May 2021

the news stories interns were able to capture this semester. Staff hopes to produce Meridian News Now on a weekly basis this summer.



The Spring 2021 Semester of the HOMTV Internship Program ended on April 30. Most of the Spring Semester was conducted virtually with little hands-on training in the HOMTV Studio and Control Room. Most of the intern assignments were created remotely with some field shooting components. Interns continue providing community news to residents by conducting phone interviews, Zoom interviews, in-person videos, writing online news stories and promoting assignments on social media platforms.

Of the 16 interns from the Spring Semester, 4 plan to return for the Summer 2021 Semester. Staff hopes more in-person trainings and productions can be scheduled for the Summer 2021 Semester which begins on May 24 with 14 new interns participating.



Communications
Commission

Commission Members Reports & Announcements



Communications
Commission

Action Items



To: Communications Commission
From: Brandie Yates, Communications Manager
Date: May 13, 2021
Re: 2022 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 2021-2025 5-Year Equipment Replacement Plan for review (please note, this is a working document).

The proposed 2022 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 workflow.

2022 HOMTV Studio and Video Production Equipment Replacement Expenses:

Item:	Est. Cost
P2 Small Camera System Replacement (1)	\$6,000.00
MAC Editing Computer Replacement (1)	\$5,000.00
Wireless Microphone Replacements (2)	\$1,600.00
Photography Camera Kit Replacement (1)	\$2,000.00
Field Camera Light and Battery Replacements (2)	\$500.00
Field Production Microphone Replacements (10)	\$2,000.00
CAMTV UltraNexus-HD Flex Replacement (1)	\$9,000.00
Estimated Total:	\$26,100.00

Staff continues to monitor the total PEG and Franchise Fee Revenues. After 1st quarter revenues, staff has seen a decrease of 4% for total PEG Fees and a decrease of 2% for total Franchise Fees compared to same time last year (2020). At year-end 2017, staff started to see a decrease in revenue of Total Franchise & PEG Fees. Total revenue lost 2017 to 2019 is approximately \$101,280.09, which is a decrease in revenue of 13.33%.

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.

Memo to Communications Commission
May 30, 2019
Re: 2020 Equipment Budget Recommendation
Page 2

The new HVAC system ensures temperature control is maintained for HOMTV production equipment. **Staff is recommending PEG fees from 2021-2022 be allocated to replace curtains and sound proofing in the studio. The estimated cost is \$20,000.**

The Communications Commission moves to **MAKE A RECOMMENDATION TO THE MERIDIAN TOWNSHIP BOARD TO APPROVE THE 2022 RECOMMENDED EQUIPMENT AND PEG FEE ALLOCATED PURCHASES.**

VIDEO PRODUCTION EQUIPMENT

2021 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$6,000	
MAC Editing Computer	Replacement	2	\$5,000	
Phone Field Kits	New	4	\$1,600	
Total Field/Editing Equipment			\$12,600	

2022 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$6,000	
MAC Editing Computer	Replacement	1	\$5,000	
Wireless Microphone	Replacement	2	\$1,600	
Photography Camera Kit	Replacement	1	\$2,000	
Camera Lights and Batteries	Replacement	2	\$500	
Field Lav Microphones	Replacement	10	\$2,000	
CAMTV UltraNEXUS-HD Flex	Replacement	1	\$9,000	
Total Field/Editing Equipment			\$26,100	

2023 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$6,000	
MAC Editing Computer	Replacement	1	\$5,000	
Teleprompter	Replacement	1	\$7,000	
Camera Lights and Batteries	Replacement	2	\$500	
Audio Booth & Equipment	New	1	\$2,000	
Steady Cam Stabilizer System	New	1	\$4,000	
Studio Lav Microphones	Replacement	10	\$2,000	
Total Field/Editing Equipment			\$26,500	

2024 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$6,000	
Audio Board	Replacement	1	\$2,000	
MAC Editing Computer	Replacement	1	\$5,000	
Interactive Training White Boards	New	4	\$25,000	
Total Field/Editing Equipment			\$38,000	

2025 Equipment Budget

Items	New/Replacement	Quantity	Projected Cost	Cost
Camera System	Replacement	1	\$6,000	
MAC Editing Computer	Replacement	1	\$5,000	
HOMTV UltraNEXUS-HD X2	Replacement	1	\$11,000	
Remote Townhall Camera System	Replacement	1	\$50,000	
Total Field/Editing Equipment			\$72,000	



Communications
Commission

Communications/ Announcements



April 30, 2021

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

Re: Programming Advisory

Dear Ms. Yates:

We are committed to keeping you and our customers informed about changes to Xfinity TV services. As part of that ongoing commitment to keep you informed, we wanted to update you on the following:

The distributor of Newsy informed Comcast that effective June 30, 2021 the channel will cease operation as a traditional TV channel. It will continue to be available as part of the Xumo app.

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

Sincerely,

A handwritten signature in blue ink that reads "John P. Gardner". The signature is written in a cursive style.

John P. Gardner
Director, External Affairs
Comcast, Heartland Region
1401 E. Miller Rd.
Lansing, MI 48911



Comcast Cable Communications, LLC
41112 Concept Drive
Plymouth, MI 48170

April 20, 2021

Re: Comcast Contact Information - Revised

To Whom It May Concern:

In an effort to ensure critical correspondence is timely received by Comcast as we continue to work under the unique circumstance caused by COVID-19, please send a copy of any engineering and construction related issues to the address shown below. This should include all permits and related documentation:

Jeff Dobies
Sr. Manager, Construction
Comcast Cable
25626 Telegraph Road
Southfield, MI 48034

Original documents, and those related to other matters, including franchising and customer concerns, should continue to be sent using current methods for communicating with Comcast.

Should you have any questions or concerns, please do not hesitate to reach out to me directly at **1-734-359-1669**.

Sincerely,

Jeff Dobies
Sr. Manager, Construction



Communications
Commission

Video Service Provider Report(s)



Communications
Commission

Programming



To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: May 25, 2021
Re: Program Totals and Video On-Demand Totals

Program Totals (Year to Date): 89

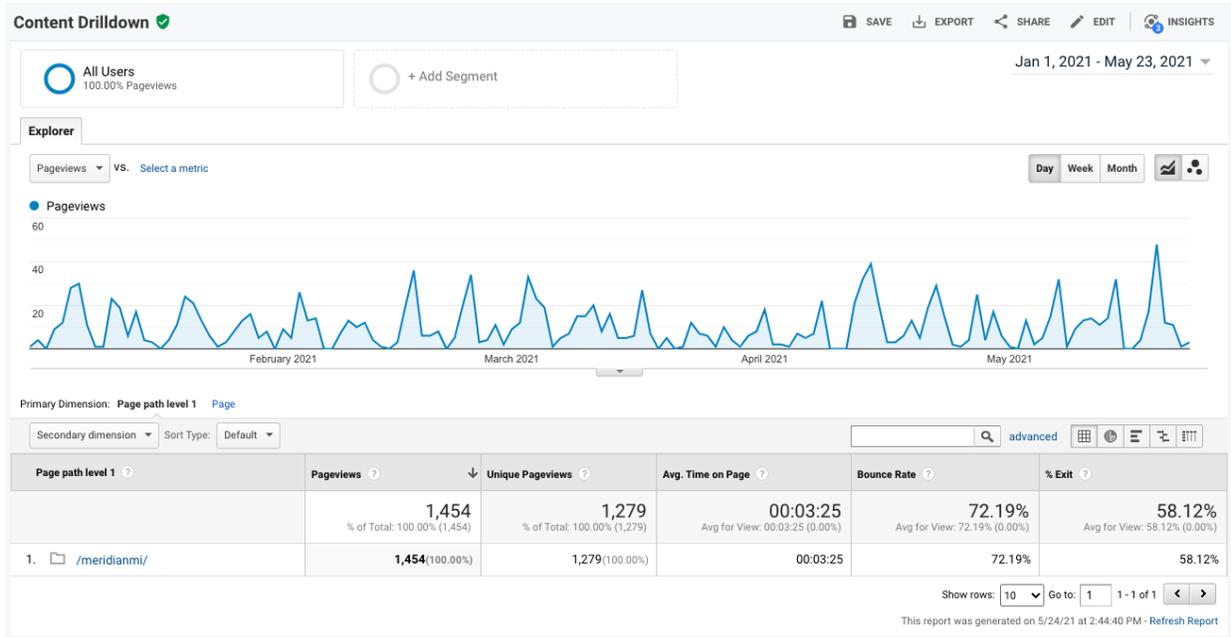
- Meridian Live: 36
 - Township Board: 13
 - Planning Commission: 9
 - Environmental Commission: 5
 - Zoning Board of Appeals: 5
 - Park Commission: 4
- All About Animals: 1
- Your Choice Special Election Coverage: 2
- Virtual View: 1
- Meet Your Elected Officials: 2
- Special Features: 4
- Women of Meridian: 4
- Promos: 13
- Zoom Interviews: 23
- Meridian News Now: 3
- Online Articles: 145

Video On-Demand Analytics on next page.

Memo to Communications Commission
May 25, 2021
Re: Programming

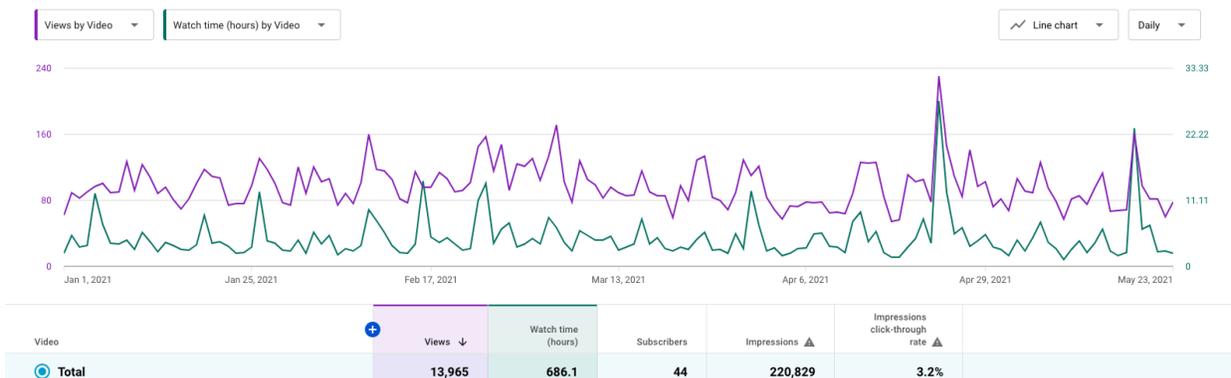
HOMTV Website Video On-Demand (Swagit)

The graph below shows that the HOMTV on-demand services via Swagit had 1,454 pageviews from January 1, 2021 to May 23, 2021. The average time spent on the page was 3 minutes and 25 seconds.



YouTube Video Programming Stats

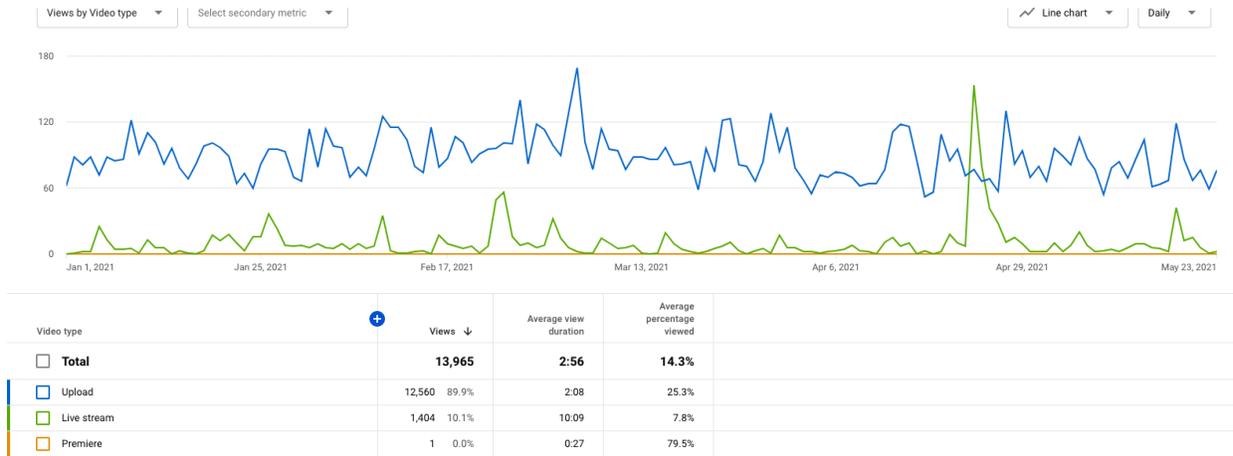
This graphs shows the amount of HOMTV’s views on YouTube. The purple line shows the total amount of video views since the start of the year (13,965) and the green line shows the amount of watch time in hours (686.1). The total amount of subscribers is 427, with 44 of those being new this year.



Memo to Communications Commission
May 25, 2021
Re: Programming

YouTube Live vs. Uploaded Content Stats

This graph shows the amount of HOMTV YouTube views based on uploaded content and live streams. Of the 13,965 total views for the year, 12,560 of those were for uploaded content and 1,404 of those were for the videos that were streamed live.





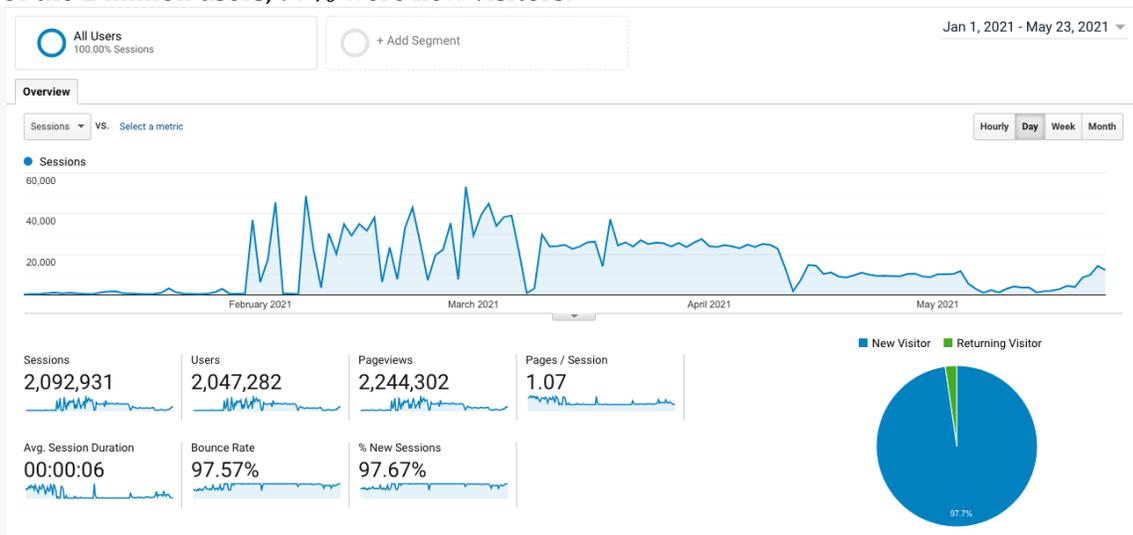
Communications
Commission

Website & Social Media Analytics

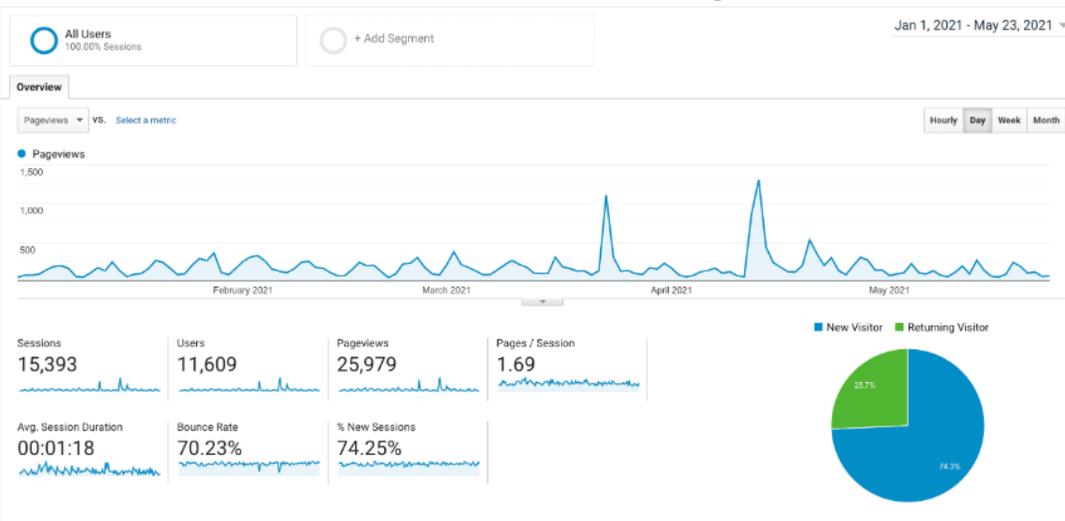


To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: May 25, 2021
Re: Meridian Township & HOMTV Website Analytics

The Meridian Township website saw 2.4 million page views from January 1, 2021 to May 23, 2021. Of the 2 million users, 97% were new visitors.



The HOMTV website had 25,979 pageviews from January 1, 2021 to May 23, 2021. Of the 11,609 users, 74.3% were new visitors and 25.7% were returning visitors.





To: Communications Commission
From: Andrea Smiley, Social Media & PR Specialist
Date: May 28, 2021
Re: Social Media Performance Summary

New Social Media Strategy

The new strategy and recommendations have given a boost to our social media accounts. We continually work to create more engaging content by analyzing the content that continues to reach the community. We have also taken a close look at what information is important to provide to our community and what content the community is receptive to through engagement.

As part of the strategic review, we will also plan more campaigns around the information and content to post, so the message is reaching our followers multiple times in different ways rather than just a one and done approach as in the past.

Facebook

Meridian Township: Total Facebook likes increased by 47 (6443 – 6490) since the end of March 2021. Total Facebook followers increased by 750 (6638 – 7388) since the end of March, which is phenomenal. While it is important to have additional likes, followers are the most important number to increase because it means that a person has chosen to receive updates that are posted to their personal news feed. Total Facebook reach for the two months was 58,777. The post with the greatest reach over the two month period (3.7K) was the Haslett Marathon construction post shown below. Project updates are very engaging with our community.

“Have you noticed anything different about the Haslett Marathon? Renovations are underway, and we will soon see an upgraded facility, which will include options for takeout food services. For more information, visit <http://bit.ly/HaslettMarathon>.”

HOMTV: Total Facebook likes increased by 5 since the end of March 2021. Total Facebook followers increased by 262 (2140 – 2402) since the end of March, another solid increase. Total Facebook reach for the two month period was 10,137. The post with the greatest reach during the period (907) was about the ceremony held by the scouts to honor the two female Eagle Scouts. Post show below. The Communications Team is still working to find a good connection with the followers, but the community oriented story posts seem to do well on the social platforms.

“A celebration was held to honor the first two female Eagle Scouts in the Lansing Area, who are also part of the first inaugural class of female Eagle Scouts in the country. STORY HERE:”

Memo to Communications Commission

May 28, 2021

Re: Social Media Performance

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Twitter

Meridian Township: Total Twitter impressions for the two months equaled 29.6K with 1864 profile visits. The top tweet, which earned 1392 impressions during the two month period, recognized CADL and other businesses/organizations for the micro food pantries in the Township. The top mention, earning 146 engagements, was a tweet from David Randels about the Land Preserve being burned to the ground. The top media tweet, which earned 695 impressions, was about the scheduled ecological burn.

HOMTV: Total Twitter impressions for the two month period equaled 18009 with 2668 profile visits. The top tweet, which earned 414 impressions, was about the Governor's Press Conference talking about 70% of people being vaccinated. The top mention, during the month of March earning 13 engagements, was a tweet from Brandie Yates about representing HOMTV at the MAB Virtual Ceremony.

Instagram

Meridian Township: Total Instagram followers for Meridian Township YTD equals 1750, an increase of 2.2% since February YTD. During the month of March 1,115 accounts were reached with a 9.4% increase when compared to February. There were 399 post interactions, which was an increase of 20.8%. Interactions can be likes, comments, saves and shares.

The recommendation last month was to decrease the amount of postings to Instagram and pay attention to content. We will continue to track engaging posts and post similar content.

HOMTV: Total Instagram followers for HOMTV YTD equals 411, an increase of 1.2% since February YTD. There were 150 content interactions and 149 post interactions, which were an increase of 45.6% and 67.4%.

The recommendation is to continue to focus on the content and track how the audience of followers reacts to different posts, while keeping the quantity of posts around the same as in the previous month.

LinkedIn

Meridian Township: Total LinkedIn followers are up to 538, an increase of 9 new followers, +80%. Post impressions is at 2.3K which is an increase of 73%.

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HOMTV: HOMTV LinkedIn account has become stagnant with no new followers and a decrease in impressions. With the new semester of Interns, we will work to redevelop the HOMTV LinkedIn account.

NextDoor – Meridian Township has an agency account, which is a communication platform for neighborhoods to connect and have conversations about everything from finding a babysitter to learning about what is happening in the Township. The Communications Team continues to post a variety of content to the Nextdoor platform because it seems to be our greatest method for informing and alerting the community. Total members equals 10,430, which is an increase of 99 new members and 34% of total households in the Township.

Constant Contact – The Communications Team sends out a weekly eNewsletter using Constant Contact. The Meridian Happenings open rate averages between 41 – 42%. The Communications team continues to work on the distribution lists to increase open and click rates. The newsletter is our second best means of communicating information to residents.