



**AGENDA**  
 MERIDIAN TOWNSHIP  
 COMMUNICATIONS COMMISSION  
 REGULAR MEETING  
 February 3, 2021 6:00 PM

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1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
  - A. December 2, 2020 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
  - A. 2021 Communications Department Goals
  - B. 2021 Township Board Goals
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
  - A. Chair's Report
  - B. Township Board Liaison's Report
  - C. Commissioner Reports
8. ACTION ITEMS
9. DISCUSSION ITEMS
  - A. Communications Commission Draft 2021 Goals
  - B. Broadband Access in Meridian Township
  - C. Communications Commission Rules & Procedures Revisions Update
10. COMMUNICATIONS
  - A. Compliments/Complaints
11. REPORTS
  - A. Video Service Provider(s)
  - B. Programming
    - i. Meet Your Elected Officials Series
    - ii. Program Totals and Video On-Demand Analytics
    - iii. HOMTV Archive Project Update
  - C. Website & Social Media
    - i. Website Analytics
    - ii. Social Media Analytics
  - D. Promotions/Publications
  - E. Finance
  - F. HOMTV Internship/Alumni
    - i. Golden Tape Awards Ceremony Save the Date
12. PUBLIC REMARKS
13. ADJOURNMENT

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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  
 5151 Marsh Road, Okemos, MI 48864  
 Administrative Conference Room  
 Wednesday, December 2, 2020 6:00 pm

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

**1. CALL MEETING TO ORDER**

Chair Kiyak called the meeting to order at **6:02 pm**.

**4. APPROVAL OF AGENDA**

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

VOICE VOTE: Motion carried unanimously.

**5. APPROVAL OF MINUTES**

Vice Chair Benenson moved **TO APPROVE THE MINUTES FOR WEDNESDAY, OCTOBER 7, 2020 REGULAR MEETING**. Seconded by Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

**6. COMMUNICATIONS MANAGER REPORT**

Annual Report review, 2020 Goals Review & Status, 2020 Analytics, 2021 Communications Department Goals, New Township Broadband goal for 2021 – Communications Commission to be involved with that goal and a new HOMTV program – Dear Santa.

A question was asked about the feasibility of CAMTV moving forward. The Communications Department has CAMTV listed as a 2021 goal to re-evaluate the operation, replace equipment to send the signal, re-evaluate the community need and how do we engage and generate more producers of content.

Another question was asked about the HOMTV Archiving process and if information could be brought to the Commission to help assist. The Communications Department is looking at the procedures to archive the shows, programs, etc. to create a plan and determine how to get started. The department has to start over with the project because of the change in staffing and the reorganization of the department. The main goal is to get the server room organized and determine the best workflow for the project. It is very costly to have the project outsourced, but we could bring in an expert to assist.

The commission asked what is the archive policy as far as meetings, programs, etc.? The project is to get the older formats converted and archived so that we do not lose the information, etc.

**7. C COMMISSIONER REPORTS**

Commissioner Nevells offered office chairs to the department to make upgrades if there was still a need. The HOMTV Control Room is still in need of new or used office chairs.

**8. ACTION ITEMS**

**A. 2021 Communications Commission Meeting Schedule**

Commissioner Nevells moved **TO APPROVE THE MEETING SCHEDULE AS SUBMITTED**. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

**B. Appointment/Reappointment of Communications Commissioners**

The Commission Chair recommended looking at the goals and individuals experience as it relates to the goals when searching to fill vacancies on the Commission. For example the Township Broadband goal. Need more information on the website about the commissions in the Township, including description, experience, criteria, etc.

Chair Kiyak moves **TO RECOMMEND THE REAPPOINTMENT OF ALTERNATE COMMISSIONER RITI ADHI** with a new term expiring on December 31, 2021. Seconded by Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

Chair Kiyak moves **TO RECOMMEND THE REAPPOINTMENT OF VICE CHAIR WALTER BENENSON** with a new term expiring on December 31, 2023. Seconded by Commissioner Nevells

VOICE VOTE: Motion carried unanimously.

**C. HOMTV Operating Policies Revisions**

Revised policies to include DEI in programming. Program series are currently on hold and the Commission recommended putting more Township meetings (replays) on the channel, even if they were not televised originally, the Zoom recording could still be added to the channel. The Communications Manager will reach out to the different staff liaisons and ask if that is a possibility.

Chair Kiyak moves **TO APPROVE THE HOMTV REVISED OPERATING POLICIES AS SUBMITTED**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

9. **DISCUSSION ITEMS**

A. Communications Commission Goals & Objectives

Discussion about the purpose of the Commission, roles and responsibilities, and do they need to be revised, updated, etc. Possibility of bringing the Township Manager and Supervisor into the discussion.

The Commission would like to create a work group to discuss current written goals and objectives, complete research, meets with the Board and then make recommendations to the Commission. The work group/task force should consist of at least three commissioners. Commissioner Charles and Nevells will lead the work group. Clerk Guthrie agreed to work on Rule 5: Responsibilities & Authority along with John Gardner, Comcast Regional Director of External Affairs.

The Commission decided to work on the subject a little and then decide when to add back to a new meeting agenda.

Vice Chair Benenson moves **TO APPROVE THE APPOINTMENT OF A WORK GROUP TO DISCUSS THE COMMUNICATIONS COMMISSION GOALS, OBJECTIVES, RULES AND PROCEDURES** to then make recommendations to the Commission of necessary changes. Seconded by Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

10. **COMMUNICATIONS**

The Internet Hot Spot map was updated to include all branches of Capital Area District Libraries and not just CADL as a whole. Also, there was a concern that CADL wasn't providing Internet services or Hot Spots, but the libraries does offer hot spots and free Wi-Fi at all of the branches.

Complaint about not having access to Internet service at the home. Staff informed resident that Broadband is a goal of the Township in 2021. The Commission asked the question if it was possible to add a resource page on the website the shows how residents could connect to the Internet if people are looking for that service. The website has a COVID-19 page, which list those resources and service for the community. The webpage may need to be updated or information added to additional pages.

11. **REPORTS**

A. Video Service Provider – COVID-19 Responses are continuing for Comcast, which means all hot spots are offered to everyone, customers and non-customers; two months free with Internet Essentials packet will continue until the end of the year. Still working to bridge the digital divide. Price increases will hit January 1, 2021. The primary drivers are sports and broadcast fees.

There has been a significant increase in Internet Essentials program during COVID-19 due to kids studying from home.

**Minutes – Communications Commission**

**December 2, 2020 6:00 pm**

**Page 4**

**B. Programming**

The Intern Appreciation Night and Golden Tape Awards will be in February 2021 and held virtually this year. Due to COVID-19 and the Presidential Election, we are going to host mock awards and bypass the entries and judging process.

Question from the Commission concerning the Alumni Group and asking if the Commission could have access to see the successes of the Alumni. The Communications Department can invite the Commissioners to the Alumni Group to be able to see future postings and updates.

**12. PUBLIC REMARKS**

**13. ADJOURNMENT**

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

VOICE VOTE: Motion carried unanimously

Chair Benenson adjourned the meeting at 7:15 pm.



Communications  
Commission

# COMMUNICATIONS MANAGER REPORT



## 2021 COMMUNICATIONS DEPARTMENT GOALS AND ACTION PLAN

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### **Upgrade and Refresh Township Website**

Work with Granicus to upgrade the design of our Meridian Township website to improve functionality as well as give a new look and experience to site visitors. Utilize data and information gathered from the 2020 Township Website Audit to inform decisions on design and content revisions.

### **Implement New Strategic Communications & Marketing Plan**

Implement the processes within the Strategic Communications & Marketing Plan developed in 2020. Create a staff procedures manual to reflect new departmental operations.

### **Expand Branding**

Continue expanding the Township's branding efforts internally and externally specifically with staff training, branded document templates and the roll-out of Township branded signage and materials within the community as the budget allows.

### **Onboarding Training Videos**

Work with the Human Resources Department on creating staff training videos to utilize for onboarding of new employees.

### **CAMTV Community Access Channel**

Re-evaluate the goals and purpose of the CAMTV Community Access Channel and work to strengthen programming and participation of community producers and organizations.

### **Investigate & Implement HOMTV Podcast**

Investigate and implement the launch of a HOMTV podcast to capture additional audiences and increase awareness of the station.

### **HOMTV Server Room Reconfiguration**

Work with the IT Department and engineers to reconfigure the wiring, labeling and equipment installed in the HOMTV Server Room to improve efficiency and safety.

### **Digital Conversion into HOMTV Video Archive System**

Continue the digital conversion of HOMTV historic programs, footage and stories into the HOMTV Archive System.

### **Additional HOMTV Revenue Sources**

Continue seeking additional revenue sources for HOMTV including the development and implementation of the HOMTV Alumni Giving Program Marketing Plan.



## 2021 GOALS ACTION PLAN

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- A. Maintain unparalleled customer service and public safety throughout the Global COVID-19 Pandemic. Be mindful of the struggle facing our Meridian business community during COVID-19, develop and implement creative programs to assist our partners.
- B. Continue progress on the Meridian Township Sustainability Plan goal of 100% renewable energy use for Township facilities by 2035 by installing an additional 120kW of photovoltaic panels on Township property. Upon installation of the additional 120 kW panels in 2021, we will be at 60% of the required 300kW needed in combination with energy efficiency measures and renewable energy provider purchases to meet the 100% goal.
- C. Develop a Diversity, Equity and Inclusion Plan with specific goals and objectives.
- D. Culminate our decade long effort to redevelop Downtown Okemos and Haslett with vertical construction.
- E. Implement the second year of our Local Road Enhancement Program by improving a minimum of 15 miles of local roads.
- F. Develop a comprehensive plan to facilitate access to affordable Broadband across the entire Township.
- G. Complete Phase 1 and 2 of the MSU to Lake Lansing Pathway and review the Pathway Master Plan.
- H. Further our branding efforts with the addition of new “Welcome to Meridian Township” signage.
- I. Work with Granicus to upgrade the design of our Meridian Township website to improve functionality, as well as, give a new look and experience to site visitors.
- J. Fulfill our promises made to voters in 2017 by allocating enhanced pension payments to MERS and maintaining 73 emergency responders.



Communications  
Commission

# Discussion Items



**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: January 29, 2021**  
**Re: Proposed 2021 Communications Commission Goals**

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Staff is requesting the Communications Commission discuss and consider adopting the suggested goals for the Commission to pursue in 2021. The draft goals listed below also support the Communications Department's 2021 goals.

- Assist the Township Board and staff with developing a comprehensive plan to facilitate access to affordable Broadband across the entire Township as stated in Goal F. of the Township Board's 2021 Goal Action Plan.
- Revisit an external Communication Needs Assessment to survey and analyze if the television programming, marketing and communications efforts from the Department is meeting the needs of Township residents.
- Assist with outreach efforts and pursuing additional revenue sources to support the functions of the Communications Department including grants and fundraising efforts.



**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: January 29, 2021**  
**Re: Broadband Access in Meridian Township**

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Developing a comprehensive plan to facilitate access to affordable Broadband across the entire Township is Goal F. of the Meridian Township Board's 2021 Goal Action Plan.

Communications Manager Brandie Yates is a member of the designated Work Group for this goal alongside Communications Commission Board Liaison/Clerk Deborah Guthrie.

Some resources of research include:

- <https://www.digitalinclusion.org/>
- <https://muninetworks.org/content/pilot-project-pittsburgh-solves-problem-low-income-internet-access-programs>
- [https://farmingtonvoice.com/what-might-farmington-area-municipal-broadband-look-like/?mc\\_cid=f7b1042114&mc\\_eid=7b56ec6425](https://farmingtonvoice.com/what-might-farmington-area-municipal-broadband-look-like/?mc_cid=f7b1042114&mc_eid=7b56ec6425)
- [https://potsandpansbyccg.com/2021/01/28/regional-broadband-matters/?mc\\_cid=f7b1042114&mc\\_eid=7b56ec6425](https://potsandpansbyccg.com/2021/01/28/regional-broadband-matters/?mc_cid=f7b1042114&mc_eid=7b56ec6425)
- <https://muninetworks.org/content/cumington-connect-turns-one-massachusetts-town-broadband-desert-oasis>
- <https://muninetworks.org/content/broadband-beckons-becket-berkshires>

Staff requests the Communications Commission discuss the scope and plan of action for supporting the Township Board and staff in this endeavor. The Commission may also consider creating and recommending a feasibility study for a broadband strategic plan.



**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: January 29, 2021**  
**Re: Communications Commission Rules & Procedures Revisions Update**

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At the December 2, 2020 meeting, the Communication Commission approved the formation of a work group to revise the Communications Commission Rules & Procedures document. The Commission Rules & Procedures were last revised in 2018.

The work group consists of Commissioner Leslie Charles and Commissioner Mike Nevells with input from Communications Manager Brandie Yates and Communications Commission Board Liaison/Clerk Deborah Guthrie.

Attached is the current document with highlighted areas that need to be discussed or changed. Communications Commission Board Liaison/Clerk Guthrie has suggested these areas due to changes in authority.

The work group will continue to update the Commission on the progress of these revisions.



## COMMUNICATIONS COMMISSION RULES AND PROCEDURES

### **RULE 1: AUTHORITY**

These rules are adopted by the Charter Township of Meridian Communications Commission (hereinafter referred to as the Commission) pursuant to Title XV, Chapter 115 of the Code of the Charter Township of Meridian.

### **RULE 2: MEMBERSHIP**

**2.1 Members.** The Commission shall consist of five (5) regular members and two (2) alternate members appointed by the Township Board of the Charter Township of Meridian. The Commission may recommend names of suggested appointees to the Township Supervisor. Members must be residents of the Township. No Commission member may:

1. Be employed by a locally franchised cable company.
2. Hold a contract with a locally franchised cable company.
3. Have ownership interest in a locally franchised cable company.

#### **2.2 Alternate Members.**

1. An alternate member shall be called to serve in place of a regular member by the chairperson or vice chairperson if:
  - a) a regular member is absent from or will be unable to attend two or more consecutive meetings of the Commission; or,
  - b) a regular member is absent from or will be unable to attend meetings for a period of more than thirty (30) consecutive days; or,
  - c) a regular member will be abstaining from participating in consideration of a case in which the regular member has a conflict of interest.
  - d) When called to serve, an alternate member has the same voting rights as a regular member.
  - e) Alternate members may be called in any order.

### **RULE 2: MEMBERSHIP** (cont'd.)

**2.3 Conflict of Interest.** A regular member or alternate member shall disqualify himself or herself from the discussion and decision in any case where the member has a conflict of interest due to financial considerations or other issues of significance. Failure of a member to disqualify himself or herself shall constitute misconduct in office.

**2.4 Attendance.** Members of the Commission who are absent from more than three (3) consecutive, regularly scheduled Commission meetings and work sessions or more than thirty (30) percent of the regularly scheduled Commission meetings and work sessions in a calendar year shall be subject to review and possible recommendation for removal by the Township Board. Exceptions may be made if absences are due to the conduct of other business as authorized by the Commission.

### **RULE 3: TERMS OF OFFICE**

**3.1 Terms of Service.** Terms of service for Commission members shall be three (3) years or until a successor is appointed.

**3.2 Vacancies.** A successor shall be recommended to the Township Board for appointment not more than thirty (30) days after the term of the previous member has expired.

**3.3 Removal from Office.** Members of the Commission shall be removable from office by the Township Board for nonperformance of duty or misconduct in office.

### **RULE 4: OFFICERS**

**4.1 Selection.** At the first regular meeting in January, the Commission shall select from its members a chair and vice-chair.

**4.2 Terms.** Term of office shall commence from the date of selection for a period of one year, or until a successor has been selected. Officers shall be eligible for re-election, but shall not serve more than three successive full terms in one office.

**4.3 Duties of the Chair.** The chair shall preside at all meetings, appoint committees and official representatives to other groups with concurrence from the Commission, authorize calls for special meetings and perform such other duties as may be specified by the Commission.

**4.4 Duties of the Vice-Chair.** The vice-chair shall act in the capacity of the chair in the chair's absence. In the event the office of the chair becomes vacant, the vice-chair shall succeed to that office for the unexpired term and the Commission shall select a successor to the office of vice-chair for the unexpired term.

### **RULE 5: RESPONSIBILITIES AND AUTHORITY**

The Commission shall assume the following responsibilities and authority pursuant to the Meridian Charter Township Code of Ordinances, Title XV, Chapter 115, Section 115-20, subsection (a), numbers 1-12:

1. Discussion of franchises and franchise applications.
2. Advising the Township Board on franchise applications.
3. Advising the Township Board on revocation of franchises.

4. Making recommendations to the Township Board on resolution of disputes between franchisees, subscribers, and access users.
5. Advising the Township Board on rate regulation, when applicable.
6. Making recommendations to the Township Board on operational policies of local access channels.
7. Encourage the use of access channels.
8. Encourage and supervise the interconnection of systems.
9. Review and report to the Township Board on franchise compliance.
10. Prepare and conduct public hearings on the annual budget.
11. Conduct system evaluations and make recommendations to the Township Board regarding franchise amendments and ordinance amendments.
12. Evaluate research and advise the Township Board in the implementation, and expansion of, broadband and Internet connectivity in Meridian Township.

The Commission shall assume the following responsibilities and authority pursuant to the Cable Television Franchise Agreement:

1. To hear informal complaints by subscribers and order refunds as the Commission deems necessary.
2. To hear formal complaints and assess fines as the Commission deems necessary.
3. To determine locations and times for annual tests of technical performance.
4. To authorize the use of Educational Institution access channels by franchisees.
5. To approve rules for usage of the Township Public Access facility and channel.
6. To direct franchisees to construct or repair parts of the cable system.
7. To review financial reports of the franchisees.
8. To waive franchise fees on new services or nonsubscriber revenues.

The Commission shall assume the following responsibilities and authority pursuant to the Operating Policies of HOMTV:

1. To advise the Township Manager when carrying out aspects of the Township Personnel Policy with HOMTV staff.
2. To recommend to the Township Board expansion or limitation of the meeting coverage responsibilities of HOMTV.
3. To hear appeals of program decisions made by the HOMTV Manager.

#### **RULE 6: COMMISSION MEETINGS**

**6.1 Procedures.** The Chair shall preside over all meetings of the Commission. Robert's Rules of Order, newly revised, shall govern all questions of procedure not otherwise provided for in these rules or by state or federal law.

**6.2 Quorum.** Three members shall constitute a quorum for the transaction of business at all meetings of the Commission. In the event a quorum is not present at any meeting, a majority of the commissioners in attendance may reschedule the meeting providing proper advance notice is given to the public.

**6.3 Motions.** All motions of a substantive nature shall be made in writing. The name of the originator and seconder of the motion, the findings of fact and the rationale for action shall be recorded in the minutes.

**6.4 Voting.** Voting shall be by voice except that a roll call vote will be taken and recorded for all proposals requiring a public hearing or when requested by a member of the Commission. When a question is put by the Chair, every commissioner present shall vote either "yes" or "no", except that a commissioner may abstain from voting if excused by unanimous consent of the other commissioners present.

**6.5 Decisions.** Providing a quorum is present, a simple majority of those present and voting shall be required for Commission action.

**6.6 Meeting Schedule.** The Commission shall meet in regular session according to a schedule adopted at the beginning of the calendar year or as subsequently revised. Special meetings shall be called by the chairperson or shall be called at the request of three members of the Commission.

**6.7 Meeting Locations.** Meetings shall usually be held at the Township Municipal Building. Meetings shall be open to the public, except where closed sessions are permitted by the Michigan Open Meetings Act.

**6.8 Notice of Meetings.** Notice of meetings and the agenda for business shall be posted according to existing Township procedure. Commission members shall be notified at least 24 hours in advance of any change in meeting schedule or location.

**6.9 Meeting Agenda.** An agenda shall be established for each meeting of the Commission by designated Township staff and the chair, and shall be made available to Commission members and the public in advance of the meeting. (Exhibit A). The chair shall determine the order of business, subject to amendment by the Commission.

**6.10 Public Participation.** A member of the public may speak at public meetings of the Commission in accordance with the following procedures:

- a. Time for public comment shall be provided at the beginning of a regular Commission meeting. Additional time shall be scheduled at the end of such meeting. Time limits for comments or presentations at Commission meetings by persons in the audience may be established by the Commission in accordance with the number of requests to speak, providing such limits shall not be less than three (3) minutes per speaker.
- b. Persons shall be recognized by the Chairperson before speaking.
- c. Persons addressing the topic of a scheduled public hearing are encouraged to present their remarks during the public hearing portion of the meeting.
- d. During a public hearing, the following order shall be used:
  1. Township staff review;
  2. Comments by the public or other interested parties;
  3. Discussion and action by the Commission.
- e. A member of the public may speak at public meetings of the Commission during the public remarks session of the meeting or at other appropriate times if allowed by a majority of the commissioners present.

## **RULE 7: RECORDS**

**7.1 Meeting Records.** The Township Cable Television Coordinator (or the Coordinator's designee) shall be responsible for minutes of each meeting of the Commission and for maintaining the official record, including all Commission actions. An audiotape recorder shall be used whenever possible to improve the accuracy of meeting minutes.

**7.2 Meeting Minutes.** Minutes shall include all motions made, the names of the mover and seconder, the method and outcome of votes taken. Comments by a commissioner may be placed in the official record upon the members' request. Minutes and records of the Commission meetings shall be made available to the public in accordance with the Freedom of Information and Open Meetings Act.

**7.3 Closed Sessions.** Minutes of closed session shall be maintained separately and not disclosed to the public except upon court order. Minutes of closed sessions may be destroyed one year and one day following their approval.

## **RULE 8: COMMITTEES**

**8.1 Standing Committees.** Standing committees of the Commission shall be appointed by the Chair and approved by the Commission to assist in the ongoing responsibilities of the Commission and the operation of the Township government. The Standing Committee members will elect their own chair. Standing committees shall serve to review, study and propose Commission actions related to operations which are the responsibility of the Commission. Committees shall be assigned specific areas of concern and shall work with the Township Cable Television Coordinator.

**8.2 Special Committees.** The Commission may establish and appoint special committees to meet the needs and objective of the Commission. The Commission may authorize the Chair to appoint members to these committees, including the Chair. Permission may be granted to a special committee to designate its own Chair.

**8.3 Quorum.** A majority of committee members shall constitute a quorum for committee meetings. A standing committee shall open its meetings to the public in compliance with the Open Meetings Act.

**8.4 Notice of Meetings.** Notice of meetings shall be made available for the public at least eighteen hours in advance of such meetings as required by state law to be considered an official committee meeting. Each committee shall provide a written record of its meetings to the Township Cable Television Coordinator which shall constitute its public record. A separate file shall be kept in the Township Cable Television Office for each committee. Minutes of committee meetings shall be sent to all Commissioners.

**8.5 Reports.** Standing committees will report their recommendations to the Commission during the committee report portion of commission meetings. Minority reports may be offered at that time.

**8.6 Dissolution.** The Commission may discharge a committee from further consideration of any matter upon approval of a majority of the Commission.

## **RULE 9: APPEALS OF PROGRAMMING DECISIONS**

**9.1 Filing.** Appeals may be filed with the Commission by any person aggrieved by a programming decision made by the Township Cable Television Coordinator.

**9.2 Procedures.** Appeals shall be filed in accordance with the following procedures, deadlines and regulations:

- a. Application: An appeal of a programming decision made by the Township Cable Television Coordinator shall be filed within thirty (30) days of the date of the decision being appealed.
- b. Hearing: A hearing on said appeal shall be held at the next regularly scheduled meeting of the Commission.
- c. Presentation: The order of presentation during the appeal is included as "Exhibit E" in the appendix of this document.

**9.3 Decisions.** The Commission shall issue a decision within a reasonable time from the filing of an appeal.

**9.4 Reconsideration.** The Commission may consider a petition for reconsideration if substantial new information warrants such reconsideration and if such petition is made prior to the Commission's next regularly scheduled meeting following the meeting at which the decision was made.

#### **RULE 10: PUBLIC HEARINGS**

**10.1 Purpose.** Public hearings shall be held prior to recommending approval by the Township Board of any amendment to the Township Cable Ordinances or for other matters as required by statute, federal law, or Township Ordinance. Public hearings may also be held for informational purposes. (Exhibit C)

**10.2 Notice.** Notice of public hearings, including time, place and purpose shall be made in conformance with requirements of P.A. 285 (1931, as amended) and the Township Code of Ordinance, and such other procedures as may be adopted by the Commission or Township Board.

**10.3 Format.** Public hearings shall be part of regular Commission meetings and shall be conducted according to established written procedures.

**10.4 Complaint Hearings.** The Commission will hear informal and formal complaints by local cable subscribers against franchisees. The format for such hearings is included in the appendix of this document as "Exhibit F".

#### **RULE 11: RESCISSION**

A motion to rescind or amend something previously adopted may be brought pursuant to Section 34 of Robert's Rules of Order, Newly Revised.

#### **RULE 12: SUSPENSION OF RULES**

A motion to suspend these rules may be brought pursuant to Section 25 of Robert's Rules of Order, Newly Revised.

#### **RULE 13: AMENDMENTS**

These Rules may be amended or repealed by a majority of the members of the Commission at any regular meeting or at any properly called meeting provided that a copy of the proposed changes shall be filed with the Chair at least ten days prior to the meeting at which action therein is to be taken and copies of the proposed changes are provided to each commissioner at least five days prior to said meeting, together with written notice of the time and place of such meetings.

#### **RULE 14: ANNUAL REPORT**

The Commission shall, on or before March 1st of every year, submit a written report to the Township Board, which report shall contain a statement of the activities of the Commission during the preceding calendar year.



**AGENDA**  
CHARTER TOWNSHIP OF MERIDIAN  
COMMUNICATIONS COMMISSION  
REGULAR MEETING  
January 31, 2018 6PM

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1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
  - A. December 6, 2017 Regular Meeting
6. COMMUNICATIONS DIRECTOR REPORT
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
  - A. Chair's Report
  - B. Township Board Liaison's Report
8. NEW BUSINESS
9. OLD BUSINESS
10. COMMUNICATIONS/ANNOUNCEMENTS
  - A. Compliments/Complaints
11. REPORTS
  - A. VIDEO SERVICE PROVIDER (S)
  - B. PROGRAMMING
  - C. ANALYTICS
  - D. PROMOTIONS/PUBLICATIONS
  - E. FINANCE
12. OTHER NEWS & INFORMATION
13. PUBLIC REMARKS
14. ADJOURNMENT

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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 Director, Deborah Guthrie**, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4380 - Ten Day Notice is Required.  
Meeting Location: 5151 Marsh Road, Okemos, MI 48864 Administrative Conference Room

## **EXHIBIT B: EXAMPLES OF PURPOSES FOR INFORMATIONAL HEARINGS**

1. To provide additional time to give all interested parties an adequate chance to present evidence.
2. To provide additional discussion or presentation time because of the complexity of the proposal or issues.
3. To provide for public comment as a result of making major changes in a proposal following an initial hearing.
4. To introduce and discuss new evidence, external to changes in a proposal, not available at the time of the initial hearing.
5. To seek citizen input on any appropriate subject.
6. To educate the public on selected issues or proposed actions and enhance public understanding or acceptance.

## **EXHIBIT C: GENERAL PROCEDURES FOR PUBLIC HEARINGS**

1. When scheduling meetings, the Commission may limit the number of hearings to be placed on the agenda of any meeting. Each hearing shall be identified on the agenda.
2. Unless otherwise indicated, the following format will be used:
  - a. Introduction by the chair (announcement of procedures, time limits and protocols for public participation, applicants and defendants.)
  - b. Summary of subject matter.
  - c. Presentation by interested members of the public.
  - d. Discussion and questioning by Commission members.
  - e. Final remarks by applicant.
  - f. Adjournment

## **EXHIBIT D: PROCEDURES FOR PUBLIC PARTICIPATION AT MEETINGS**

1. The number of persons admitted to a meeting room will be in keeping with public safety requirements and availability of space. Efforts will be made to provide adequate room to accommodate those in attendance.

2. Established protocols for public participation will be announced at the beginning of the meeting.
3. Opportunity to speak will be granted either under Public Remarks, during old business or during a public hearing, as most appropriate.
4. Reasonable time limits may be allotted for public comments, in keeping with other business which must be considered at a particular meeting.
5. A member of the public will be provided no less than three minutes to speak.
6. Those completing a request form in writing shall be called upon first to speak.
7. Members of the public will identify themselves by name and address prior to presenting their comments.
8. Written communications will be read into the record during a meeting when requested by the author. All written communications will become part of the Commission record.
9. The Chair, without objections from the Commission, may invite members of the public to participate in informal discussion on all or selected agenda items during Commission work sessions.

#### **EXHIBIT E: FORMAT FOR PROGRAM APPEALS**

1. Presentation by the **HOMTV Manager**
2. Presentation by appellant
3. Questions from the Commission to the **HOMTV Manager**
4. Questions from the Commission to the appellant
5. Closing comment by the **HOMTV Manager**
6. Closing comment by the appellant
7. Discussion by members of the Commission
8. Decision by vote of the Commission

## **EXHIBIT F: FORMAT FOR COMPLAINT HEARINGS**

1. Introduction by the Cable Television Coordinator
2. Presentation by the complainant
3. Presentation by the franchisee
4. Additional comments by the Cable Television Coordinator
5. Questions from the Commission to the complainant
6. Questions from the Commission to the franchisee
7. Questions from the Commission to the Cable Television Coordinator
8. Closing comment by the complainant
9. Closing comment by the franchisee
10. Closing comment by the Cable Television Coordinator
11. Discussion by members of the Commission
12. Decision by vote of the Commission



Communications  
Commission

# Compliments/ Complaints

# Individual Video Provider Customer Intakes

**Complaint Number** 2020-002

**Date** 3/20/2020

**Name**

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

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

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

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

**Problem Description** 3/20/2020 Resident that needs internet service. Resident has inquired about it for over 13 years, but unfortunately sounds like the resident lives in a dead zone. College students are back at home now and can't do their studies, spouse is an MSU Professor needs to be online, but they have no access to internet. Resident is desperate but does not have the \$6,000 that was quoted to run a line for Comcast. Would like a follow up from someone at the Township or Comcast.

11/18/20 Resident is still unable to get high speed internet service to home. Resident has lived in the Township for 15 years without Internet service. Comcast will not run lines to our home unless we pay for it, which seems ridiculous since they are asking us to foot the bill for the amount of \$7,000.00! We are apparently 50 feet too far off the road. My husband who works for MSU and my daughter who is remote learning, as well as working remotely doing Covid research both need high speed internet. This has been coming to a head recently as her research is just getting started. We are so tired of getting the run around between the Township and Comcast for years. We simply can not continue to work and learn using a mobile hotspot which has a download speed of 0.2-0.5 MBps compared to high speed cable of over 250 MBps on a bad day. We pay very hefty taxes in this township and it just is not right that we can not have access to high speed internet at the same cost as all others in this community.

1/12/21 Resident reached out to staff to see if anything new has happened with the situation. Wants the Township to make it a top priority.

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

**Assigned Staff** Andrea Smiley, Brandie Yates **Given**

## *Individual Video Provider Customer Intakes*

***Staff Response*** 1/24/21 Staff forwarded information about the 2021 Goals, specifically Broadband and how to access the information on the website. The Communications Manager and Deputy Township Manager were both contacted about the residents concerns with Internet Service.

11/20/2020 Advised resident that the Comcast Regional Representative was contacted, as well as the Deputy Township Manager. Staff also advised resident that Broadband has been added to the Township Goals for 2021.

11/18/20 Staff advised resident that the message would be passed along to the Deputy Township Manager and the Comcast Representative. Other options for Internet service were offered to resident but apparently, other companies do not service the address either.

3/20/2020 Advised resident that we would contact Comcast as well as the Deputy Township Manager

***Resolution*** 11/18/20 Deputy Township Manager informed staff that facilitating accessible broadband solutions is being added to the Township Board's 2021 Goals.

3/20/2020 Deputy Township Manager informed staff that this issue came up before a couple years back; however there is a new internet service provider that is planning to build in Meridian Township called Metronet and the customer could reach out to them in regards to gaining access.

# Individual Video Provider Customer Intakes

**Complaint Number** 2021-001

**Date** 1/13/2021

**Name**

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

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

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

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

**Problem Description** Township resident living on Mt. Hope Road called to say there was wire laying in her front yard for over a year. It came down when all the wires came down due to a storm. Consumers Energy came out right away and fixed their cable. AT&T fixed there cable. Both Consumers Energy and AT&T says it is Comcast. Comcast has been out twice and said it is not their cable. The resident would like the cable gone from her yard. It is in the middle of her yard.

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

**Assigned Staff** Brandie Yates **Given**

**Staff Response** Staff forwarded the issue to Regional Comcast Representative.

**Resolution** Comcast technician investigated the issue. Ownership of the cable is unknown, however it is a phone line not a cable line. The Comcast technician spoke to the resident.

# Individual Video Provider Customer Intakes

**Complaint Number** 2021-002

**Date** 1/25/2021

**Name**

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** AT&T

**Reason for Calling** Complaint

**Unburied Cable**  **Waiting for Service**  **Missed Service Call**  **Cable Box**   
**Bad Reception**  **Cable Out**  **Cannot Phone**  **Other**   
**Bad Treatment**  **Bad Information**  **No Response to Request**

**Problem Description** A Township resident living on Van Atta Rd. was extremely unhappy and needing assistance resolving a billing issue with AT&T. The resident stated that the AT&T bill does not honor the sales agent's words when they decided to change vendors from Comcast to AT&T. The resident requested that AT&T honor their word and change their first bill to reflect what was offered. The resident also wanted to speak with someone at Comcast so they could switch services back to Comcast after reassurance that their service would be improved.

**Problem Before?** No **Ongoing**   **MPSC Information**  
**Assigned Staff** Brandie Yates **Given**

**Staff Response** Staff contacted the Regional Comcast Representative about the resident's service questions. Staff contacted the Regional AT&T Representative about the resident's billing issue.

**Resolution** A Comcast Customer Care Specialist spoke to the resident and is reinstating their service. A Representative from AT&T spoke to the resident and credited the entire bill.



January 21, 2020

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

Dear Ms. Yates:

We are committed to keeping you and our customers informed about changes to Xfinity TV services.

Some customers currently have access to Travel HD even though this channel is not included in their TV service. Effective March 23, 2021, they will no longer have access to this channel. If they would like access after March 23, they will need to upgrade to Preferred TV service.

We are notifying impacted customers of these changes through a bill message.

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

Sincerely,

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



Communications  
Commission

# Programming

FOR IMMEDIATE RELEASE  
January 25, 2021

**Media Contact:** Brandie Yates  
Executive Producer  
[yates@meridian.mi.us](mailto:yates@meridian.mi.us)  
517.853.4208

**HOMTV Aims Meet Your Elected Officials Series**  
*New Series Focuses on Elected Candidates in Local Government*

**OKEMOS, MI** – HOMTV introduced a new post-election series, Meet Your Elected Officials, designed to allow residents the chance to get to know the people serving them in their local government. The program features interviews led by Reporting Intern Katie Schroeder.

The new series began airing on December 28, 2020. The first three episodes feature interviews from Township Supervisor Ron Styka, Township Treasurer Phil Deschaine and Township Clerk Deborah Guthrie, and can be viewed here: <http://bit.ly/MeetYourElectedOfficials>.

“After the long election season, I wanted to create a series that was more casual and gave the community a chance to get to know their officials beyond their title,” said Reporting Intern Katie Schroeder. “The Meet Your Elected Officials series is a great way for residents to learn about the lives of Meridian officials and why they love serving Meridian Township.”

All elected officials from the Meridian Township Board and the Meridian Township Park Commission are invited to participate. Additional episodes will air as more interviews are completed.

“We wanted to provide a more personal connection between the Township’s Elected Officials and the residents,” stated Executive Producer Brandie Yates. “We assigned the project to one of our Reporting Interns Katie Schroeder and she scheduled and hosted the interviews, as well as produced the episodes.”

Comcast Cable subscribers in East Lansing, Haslett and Okemos can view the series on Channel 21 and Channel 30. These programs will also be available on demand on HOMTV’s website at [www.homtv.net](http://www.homtv.net).

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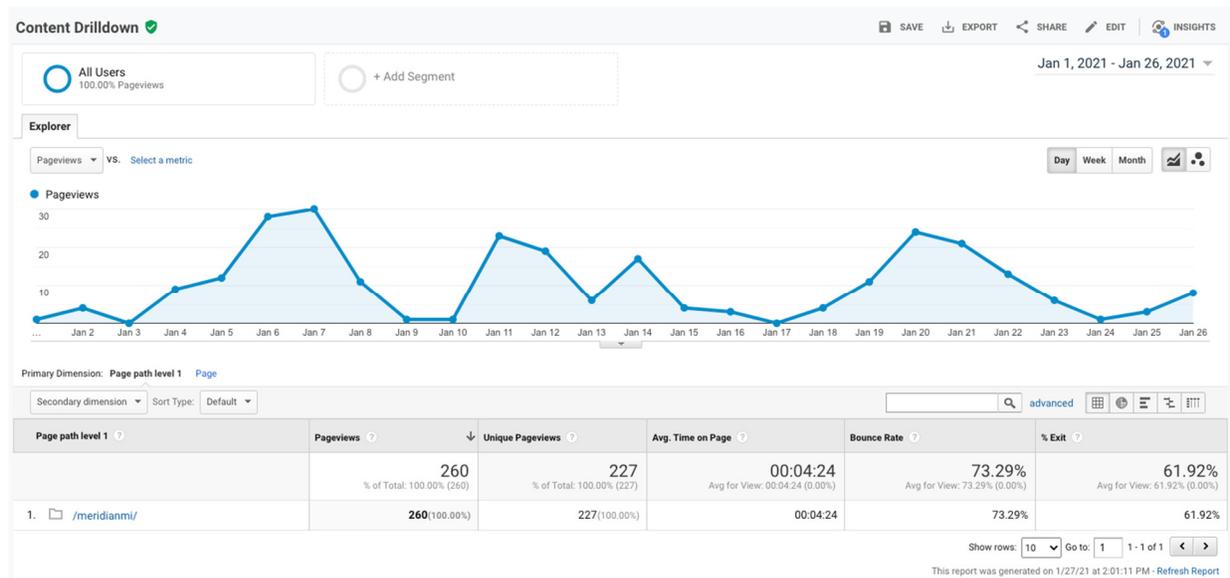
HOMTV is Meridian Township’s award-winning Government Access Channel televising exclusive gavel-to-gavel coverage of Township meetings, community news and original programming.



**To:** Communications Commission  
**From:** Samantha Diehl, Multimedia Production & Operations Specialist  
**Date:** January 27, 2021  
**Re:** Program Totals and Video On-Demand Analytics

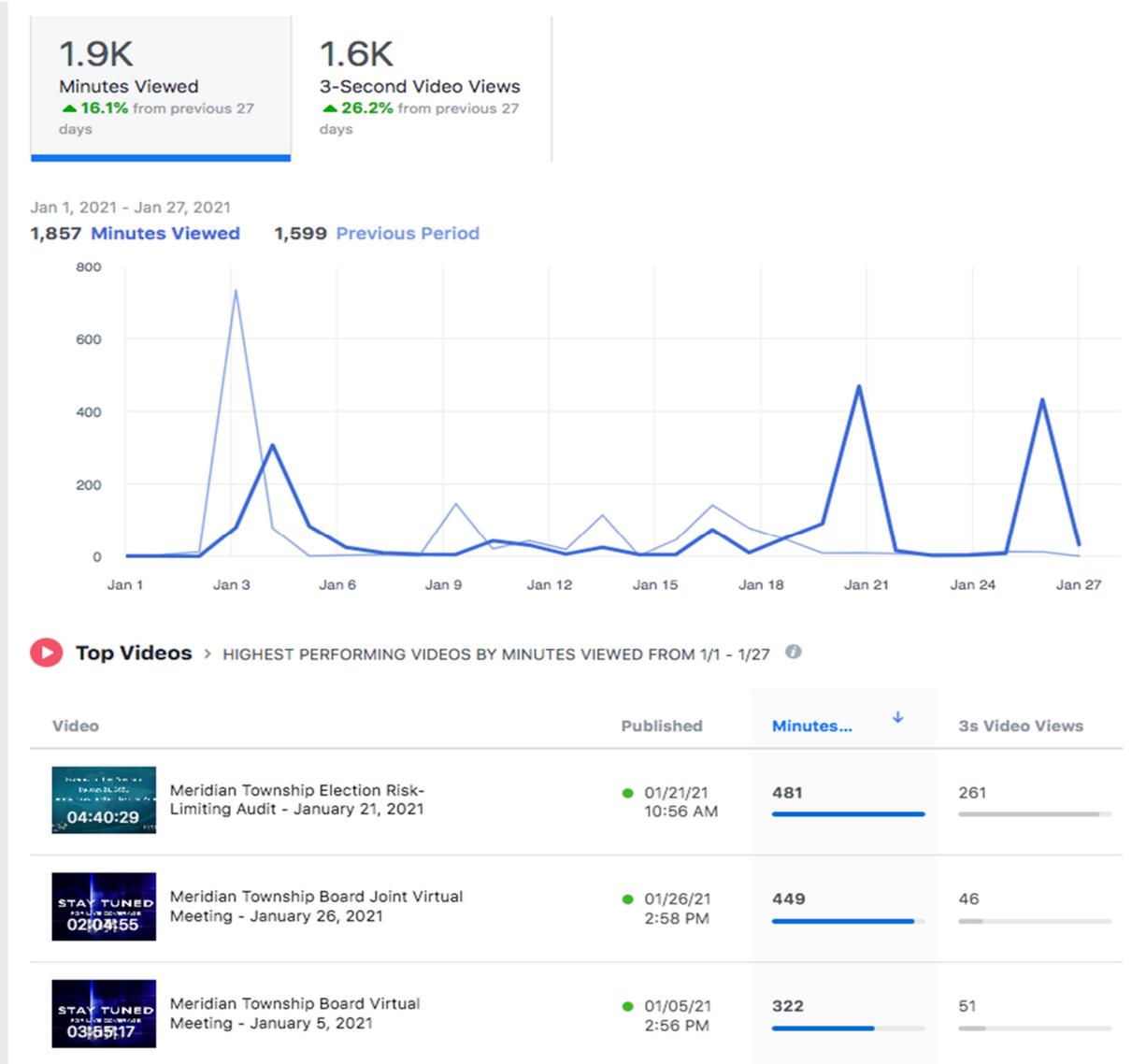
Between January 1, 2021 and January 26, 2021, HOMTV produced a total of 6 Township meetings on Meridian Live. Meetings are still being held via Zoom due to the COVID-19 pandemic. On January 21, 2021, HOMTV conducted a special live broadcast of the Meridian Township Risk-Limiting Audit for the General Election in November. In addition to that, 1 Zoom interview was completed and over 20 online articles written by HOMTV interns.

HOMTV on-demand programming, provided by Swagit, received a total of 260 pageviews, with the average time on the page being 4 minutes and 24 seconds. The graph below reflects that.



**Memo to Communications Commission**  
**January 27, 2021**  
**Re: Programming**  
**Page 2**

There are no live stream statistics to report at this time through Swagit, but HOMTV’s Facebook has been a large source of live stream numbers. HOMTV saw 1.9K minutes viewed in the last 27 days, with 1,252 of those views being the three videos shown below. The 3 major spikes in the graph correspond to the 3 most popular videos in the month of January.





**To: Communications Commission**  
**From: Samantha Diehl, Multimedia Production & Operations Specialist**  
**Date: January 27, 2021**  
**Re: HOMTV Archiving Project Update**

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Due to staffing changes of the Multimedia Production & Operations Specialist position and the COVID-19 Pandemic, the HOMTV Archiving Project was put on hold for most of 2020. Before digitizing of tape formats can restart, staff is modifying processes, organizing the current file system within the EditShare media spaces and making sure the tape conversion system is properly connected in the HOMTV Server Room. Approximately 52 Terabytes of digital data and 189 Terabytes of tapes and DVDs will need to be digitized, labeled and tagged into the new system.

Staff has compiled the following steps to move this project forward into 2021:

1. The first step of reinvigorating this project, was to cleanup EditShare and create an organization system within the database. Duplicate and unnecessary files were deleted from the system. Folders have been relabeled by year and files have been sorted accordingly. In order for the tapes and DVDs to be correctly archived, it's very important to have EditShare in order.
2. Now that the EditShare step has been completed, the next step will be taking inventory on every single DVD and tape. Staff will cross-reference the files already archived with the physical copies to ensure there are no duplicates in the system. Since the studio is currently not in use, staff will setup inventory areas in the studio until everything is accounted for.
3. Once the inventory step is done, the third step will be to actually digitize all the tapes and DVDs and store them in the EditShare Ark system. To do this, a new computer needs to be connected to Flow Browse, EditShare and the equipment that converts the tapes.
4. When the processes have been modified and successfully implemented, staff may need to consider outside assistance with this task in order to get it done in a timely manner.

Staff will provide updates throughout the project.



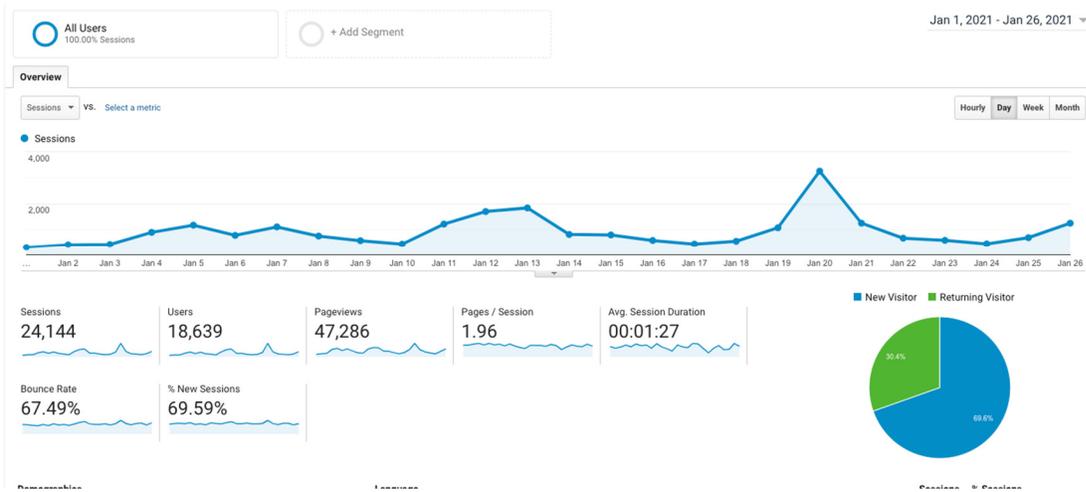
Communications  
Commission

# Website Analytics

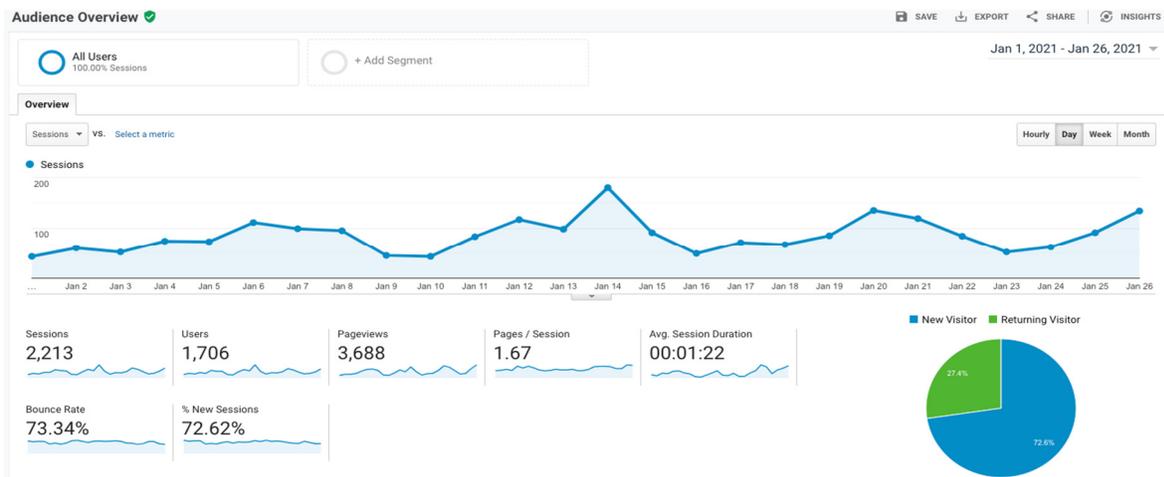


**To:** Communications Commission  
**From:** Samantha Diehl, Multimedia Production & Operations Specialist  
**Date:** January 27, 2021  
**Re:** Meridian Township & HOMTV Website Analytics

The Meridian Township website saw 47,286 pageviews from January 1, 2021 to January 26, 2021. Of the 18,639 users, 69.9% were new visitors and 30.4% were returning visitors. The average duration per session was 1 minute and 27 seconds.



The HOMTV website had 3,688 pageviews from January 1, 2021 to January 26, 2021. Of the 1,706 users, 72.6% were new visitors and 27.4% were returning visitors. The average duration per session was 1 minute and 22 seconds.





Communications  
Commission

# Social Media Analytics



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

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## Social Media Performance Summary - January 2021

### Facebook

**Meridian Township:** Total Facebook likes YTD are 6403, an increase of 23 likes since year-end 2020. Total Facebook followers are 7201, an increase of 650 followers since year-end 2020. Total Facebook reach equaled 34,411. The post with the greatest reach (2.8K) was about the Village of Okemos demolition video.

**HOMTV:** Total Facebook likes YTD are 2,042, an increase of 12 likes since year-end 2020. Total Facebook followers YTD are 2,369, an increase of 260 followers since year-end 2020. Total Facebook reach equaled 5,471. The post with the greatest reach (668) was about the LIVE Televised meeting of the Township's Risk Limiting Audit from the 2020 General Election.

### Twitter

**Meridian Township:** Total Twitter impressions for the month of January equaled 16.8K with 576 profile visits. The top tweet, which earned 1,206 impressions was about the Small Business Relief Grant. The top mention earned 24 engagements and was about the Village of Okemos Project. The top media tweet, which earned 621 impressions, was about the Applications of Commercial Medical Marihuana.

**HOMTV:** Total Twitter impressions for the month of January equaled 7,998 with 751 profile visits. The top tweet, which earned 1,332 impressions, was the Alumni of the Week posting. The top mention during January, earning 45 engagements, was a tweet from Natalie Kerwin, HOMTV Alumni. The top media tweet, which earned 515 impressions was about the next phase of COVID-19 vaccinations.

### Instagram

**Meridian Township:** Total Instagram followers for Meridian Township YTD equals 1,686, an increase of 40 followers since year-end 2020. Total reach equaled 1,501 for the month, an increase of 55.3%. Total impressions for the month equaled 20,227, an increase of 27.3% since year-end 2020.

**HOMTV:** Total Instagram followers YTD equals 402, an increase of 3 followers since year-end 2020. Total reach equaled 331 for the month, an increase of 70.6%. Total impressions for the month equaled 1,092, a decrease of 27.1% since year-end 2020.

**Memo to Communications Commission**  
**January 28,2021**  
**Re: Social Media Performance**  
**Page 2**

**LinkedIn**

**Meridian Township:** Total LinkedIn followers are up to 513. Post impressions equal 8.7K with 26 unique visitors.

**HOMTV:** Total LinkedIn followers are up to 1,192. Post impressions equal 1.1K with 51 unique visitors.

**NextDoor** – The Communications Team continues to build engagement with the community by posting messages to neighborhoods and verified residents automatically receive posts shared by the Township. Total members from the community equals 9,933 which is an increase of residents since year-end 2020. That is 33% of the 22,470 households.

