



AGENDA
CHARTER TOWNSHIP OF MERIDIAN
COMMUNICATIONS COMMISSION
REGULAR MEETING
December 5, 2018 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. October 3, 2018 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS DIRECTOR REPORT
 - A. Annual Report
 - B. 2018/2019 Communications Department Goals
 - C. Video Franchise Survey Results
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair's Report
 - B. Township Board Liaison's Report
8. NEW BUSINESS
 - A. Appointment/Reappointment of Communications Commissioners
 - B. 2019 Meeting Schedule
9. OLD BUSINESS
10. COMMUNICATIONS/ANNOUNCEMENTS
 - A. Compliments/Complaints
11. REPORTS
 - A. VIDEO SERVICE PROVIDER (S) – Comcast Customer Updates
 - B. PROGRAMMING – Ballot Meridian General Election Coverage Recap
 - C. ANALYTICS *see annual report
 - D. PROMOTIONS/PUBLICATIONS
 - E. FINANCE
12. OTHER NEWS & INFORMATION
13. PUBLIC REMARKS
14. 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 Director, Deborah Guthrie, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4830 - 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, October 3, 2018 6:00 pm

PRESENT: Chair, Walter Benenson; Vice Chair, Tunga Kiyak; Commissioner, Leslie Charles;
Alternate Commissioner, Eric Langdon
ABSENT: Commissioner, Kevin Thatcher; Commissioner Andrew Lathrop; Alternate
Commissioner, Patrick Crowley
STAFF: Deborah Guthrie, Director of Communications/PIO
TOWNSHIP: Trustee, Kathy Sundland
LEGAL COUNSEL: Mike Watzka, Principal - Kitch Law Firm
COMCAST: John Gardner, Regional Director of External Affairs

1. CALL MEETING TO ORDER

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

2. PUBLIC REMARKS

4. APPROVAL OF AGENDA

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

VOICE VOTE: Motion carried unanimously.

5. APPROVAL OF MINUTES

Vice Chair Kiyak moved **TO APPROVE THE MINUTES FOR WEDNESDAY, AUGUST 15, 2018 REGULAR MEETING**. A request was made by Comcast representative to change the wording in section 10B of the minutes in regards to the comment made that "one of the stipulations of a PEG channel is to not be commercialized". Commissioner Charles moved **TO APPROVE CHANGING THE WORDING TO ACCURATELY REFLECT THE FRANCHISE AGREEMENT. MOVED TO APPROVE AGAIN** by Chair Benenson. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

After reviewing the original recording of the minutes for August 15, 2018, the minutes accurately reflect the original request made at the meeting.

6. COMMUNICATIONS DIRECTOR REPORT

Provided recap of HOMTV Studio Open House, discussed some opportunities to find other revenue sources including following up with potential sponsors, launching Alumni Giving program, HOM Is Where The Start Is, and building awareness of HOMTV through Alumni Testimonials. Discussed Election programming scheduled, and it was asked if HOMTV will be interviewing the MSU Board of Trustees candidates.

7B. TOWNSHIP BOARD LIAISON'S REPORT

Minutes – Communications Commission

October 3, 2018

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Budget was approved, discussed the Redevelopment Ready Communities project being worked on, including a social media policy and other documents from Communications, which will open up the opportunity for grants once certified in November. Also discussed relocation plans for the Farmers' Market to the area near Studio C!, which will allow for additional parking and vendors, as well as the Township Citizen's Survey, which is being discussed and is in progress and the issue of Medical Marijuana being treated as recreational.

8A/B. SENATE BILL 637 & FCC NOTICE OF PROPOSED RULE MAKING

Mike Watzka, Kitch Law Firm, presented an overview about some legislative issues impacting the municipalities Rights of Way and PEG channels funding. See attached document presented at meeting for additional information

House Energy Committee will look at SB 637 and may vote; the Commission is encouraged to go to the Capitol to oppose the bill. Trustee Sundland agreed to go with Director Guthrie. It is also recommended that municipalities set aside a portion of the Rights of Way money.

11A. VIDEO SERVICE PROVIDER – Updates were provided about the X1 and an invitation was extended to the Commission to come to the Comcast Store Open House on Oct 15.

11B. PROGRAMMING - HOMTV NATIONALLY RECOGNIZED

11D. MERIDIAN CARES FUNDRAISER – OLD CHICAGO

Question about donating to Meridian Cares independently of the Old Chicago Fundraiser; individuals can donate on the Meridian Cares page on the website. All commissioners were invited to attend. Information will be provided and reminders sent from the social platforms.

14. ADJOURNMENT

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

VOICE VOTE: Motion carried unanimously
Chair Benenson adjourned the meeting at 7:37 pm.



Communications
Commission

Director's Report

Narrative

The highest priority of the Communications Department is to provide residents with increased access to transparency in governance through relevant information and in a timely fashion through multimedia platforms including web, digital and print. The Communications Department of Meridian Township serves these main functions:

1. Serves as the Public Information Office (PIO) for emergency situations as outlined in the Meridian Township Emergency Plan.
2. Oversees Video Service Agreements between Meridian Township and video service providers, Metro Act Permitting, Distributed Antennae Systems (DAS) and compliance including providing assistance to Township video cable subscribers with any unresolved ongoing disputes with video service provider(s).
3. Serves as the Local Franchise Authority for nine Public, Educational and Governmental (PEG) Channels in Meridian Township; HOMTV, CAMTV, Haslett School Channel, Okemos School Channel, East Lansing Channel, three MSU channels and an LCC channel.
4. Provides effective communications that meet township goals and objectives as well as provides transparency in governance through a variety of methods to share ideas and information and understand the needs of the residents as outlined in the Community Engagement Plan.
5. Responds to website and social media inquiries in a timely fashion.
6. Provides marketing and promotion services to increase the visibility and stature of Meridian Township as a Prime Community. Strategically market and communicate to better highlight township services, activities and events to inform the public and stakeholders.
7. Operates and produces all content for HOMTV, the government access television station which appears on Comcast cable service. Operates CAMTV, the public access channel which appears on Comcast and AT&T U-verse.
8. Operates a multimedia television internship training program for all areas of journalism, production, social media and promotion. The goals of the program are to provide hands-on real world training while providing information to Township residents.
9. Provides staff support to the Communications Commission.

Members of the Communications Commission in 2018

Walter Benenson , Chair	1/1/2014 – 12/31/2019
Tunga Kiyak , Vice-Chair	2/22/2012 – 12/31/2020
Leslie Charles	1/31/2017 – 12/31/2019
Andrew Lathrop	12/31/2015 – 12/31/2018
Kevin Thatcher	8/29/2016 – 12/31/2020
Patrick Crowley , Alternate	1/1/2014 – 12/31/2018
Eric Langdon , Alternate	2/1/17 – 12/31/18

2018 Department Goals & Action Plan

Create/Find Additional Revenue Sources:

The HOMTV Program Sponsorship Opportunities and HOMTV Alumni Giving Program were developed in an effort to create additional revenue sources to financially support the operations of HOMTV as approved by the Communications Commission in 2017. In 2019, staff will create and implement Marketing and Campaign Strategies for both in an effort to secure sponsors and funding. Grant research and expansion of video production services were also conducted in 2018 as additional revenue sources.

Develop Video Archive System & Integrate in to Current System:

The Township Board approved \$75,000 for 2018 to develop and integrate a video archive system. The new archiving and storage system was installed and staff training took place at the end of August. Nearly 52 Terabytes of digital data and 189 Terabytes of tapes and DVDs will need to be digitized, labeled and tagged into the new system. Processes, procedures and a timeline are being developed to further move this project into the execution phase in 2019.

Create Visitor Guide

Staff created a draft proposal for ad placement to offset print publication costs including a township wide sponsorship packet. We hope to have the first Visitor's Guide printed in January 2020.

Adopt Social Media Policy

The purpose of developing a social media policy is to provide staff the necessary tools to represent the township on social sites and be the 'township voice' according to the newly adopted brand standards. The Meridian Township Social Media Policies and Procedures relate to internet use and social networking.

As with other aspects of the Internet, authorized employee social media use must be for the purposes of Township business and support the Charter Township of Meridian's vision and mission statements approved by the Meridian Township Board. Use of social media shall be in accordance with the approved Meridian Township Personnel Policies.

Consider Updating "Welcome to Meridian" Signage

Staff worked on an overall design with Parks, Engineering and Economic Development Departments for external signage at Park entries, Municipal Properties and Corridor entryways. Implementation including a plan of action of internal branded signage is expected for 2019.

Meridian Township Criminal Sexual Conduct (CSC) Initiatives

HOMTV provided live coverage of the Township Press Conferences as well as follow-up interviews and stories. HOMTV hosted a Public Forum focusing on the "Red Flag Behavior of Sexual Offenders and Meridian Township's CSC Efforts" with an expert panel. Staff assisted Brianne Randall-Gay with the production of her sexual assault survivor statement and with the launch of the Meridian CSC Facebook Fan page. In 2019, those efforts will continue to be communicated.

CSC Programming/Videos:

HOMTV provided important time sensitive updates to viewers regarding the Nassar Scandal, Meridian Township's CSC Initiatives as well as sexual assault prevention and awareness on the HOMTV channel (various programs), website and social media. Programming and videos included Township Press Conference coverage, assisting Brianne Randall-Gay with the production of her sexual assault survivor statement as a part of the Meridian Township's Police Department-wide criminal sexual conduct training and hosted a Public Forum focusing on the Red Flag Behavior of Sexual Offenders and Meridian Township's CSC Efforts with an expert panel.

Website & Social Media Management

The Communications Department oversees 2 websites; Meridian Township and HOMTV. Website management includes developing and implementing content for pages, creating graphics and producing images. The department also monitors web traffic and web performance, oversees training for Township employees to become website users and answered inquiries from staff and website visitors.

In 2018 the biggest enhancement was updating the website to be ADA compliant. All CMS users were trained on how to create documents and upload to meet ADA compliance. The Parks and Recreation sections, Go Green! Recycling section and various other pages were redesigned and enhanced by creating user friendly buttons for easier access to subpages and increased visibility. A new Economic Development section was created for the Redevelopment Ready Community efforts and Economic Development Department.

In 2019, the resident and visitor section will be overhauled to include more information about services provided for residents and the business community. Each page will undergo a mobile friendly audit.

The Communications department oversees the content development and engagement across 31 different social media accounts. In 2018, the Downtown Okemos Facebook page became the Michigan Economic Development page. This change was to focus on economic development efforts in all core business districts Township-wide, not just in Downtown Okemos. The various social media accounts include:

- 11 Facebook accounts: Meridian Township, HOMTV, Green Meridian, Meridian Township Parks & Recreation, Meridian Township Fire Department, CAMtv, Michigan Economic Development, Meridian Cares and Michigan NATOA, Meridian Township Farmers' Market, Harris Nature Center and the Meridian Senior Center.
- 2 Facebook groups: HOMTV Alumni, HOMTV Interns
- 6 Twitter accounts: Meridian Township, HOMTV, Meridian Township Parks & Recreation, Meridian Township Fire Department, Michigan NATOA, Harris Nature Center
- 2 Instagram accounts: Meridian Township, HOMTV
- 2 Flickr accounts: Meridian Township, HOMTV
- 1 Pinterest account: Meridian Township
- 2 YouTube channels: Meridian Township, HOMTV
- 2 LinkedIn company pages: Meridian Township, HOMTV
- 1 LinkedIn group: HOMTV Alumni
- LinkedIn Showcase page: Harris Nature Center

Social Campaigns:

Social Media campaigns are the heart of social media content. The Communications Department oversaw 10 social media/marketing campaigns, providing daily content for various social accounts. By utilizing social media campaigns marketing efforts can have an increase in targeting and measurability for the brand, fundraiser, event, etc. Social media campaigns call for action from users, can be promoted across multiple platforms, and can help monitor performance.

Stormwater Management Awareness

The Stormwater Management Awareness campaign was in collaboration with Meridian Township Public Works and Engineering department and the Greater Lansing Regional Committee for Stormwater Management (GLRC). The goal was to educate residents on how to improve water quality in the Township. The communications department used various social media and email marketing techniques to raise awareness. Efforts included informational sections on storm drains and water and sewer emergencies in the Prime Meridian Magazine April – August 2018 Issue, social postings were created with the hashtag #PollutionIsntPretty and a feature on the Social Campaigns page of the Meridian Township website included YouTube videos, GLRC annual reports and newsletters. Stormwater awareness promotion and videos were included in the Meridian Township newsletter on March 20, March 27 and April 3. Additional campaign efforts include an informational display in the Municipal Building lobby and passing out doggie bags at the Celebrate Meridian Event.

No Wipes Down the Pipes

The campaign was coordinated with Meridian Township's Public Works and Engineering Department, the Green Meridian team and the Greater Lansing Regional Committee for Stormwater Management (GLRC). The goal was to educate residents about the dangers and effects disposable wipes have on drains and septic systems. The communications department utilized social media and email marketing to raise awareness. Campaign efforts included an informational feature in the Prime Meridian Magazine April – August 2018 Issue and a feature on the front page of the Meridian Township website. The campaign was included in the Meridian Township newsletter on February 22, receiving 13% user clicks. Facebook posts were created on February 15 and July 19. The campaign in total reached over 71.2k people on the Meridian Township Facebook page.

Septic Smart

Septic Smart was a social media campaign featured on the Green Meridian Facebook page that ran from September 17 through 21. The campaign is in correlation to Governor Rick Snyder proclaiming September 17 as Septic Smart week. Campaign efforts included informational graphics provided by the United States Environmental Protection Agency (EPA) and a social video and incorporated the hashtag #SepticSafetyWeek. The Campaign in total reached over 200 people on the Green Meridian Facebook page.

Township Park Rules

Township Park Rules was a social media campaign created on the Parks and Recreation Facebook and Twitter pages that ran from July 22 through September 5. It helped raise awareness about the various rules enforced in the Township parks and on the trails.

Campaign efforts included graphics containing Township park images and each park rule. A total of 15 Facebook and 15 Twitter postings were created. The campaign in total reached 4,196 people on the Parks and Recreation Facebook page.

Do 1 Thing

The Do 1 Thing campaign was in collaboration with the Meridian Township Fire Department and the Do 1 Thing organization. Social postings began August 8 and went through the end of December. The campaign raises awareness on how individuals can be prepared in the case of an emergency. Campaign efforts included graphics containing safety and emergency preparedness tips. Weekly posts feature a different topic for each week. The average reach per post was 400 followers.

Fire Focus Friday's

The Focus Friday's social media campaign is on the Meridian Township Fire Department Facebook and Twitter. It began on October 12 and is currently running. The purpose of the campaign is to shed light on the many brave EMS/firefighters that are a part of the Meridian Township team and incorporates the hashtag #FocusFriday. Efforts included a one-minute interview with individuals discussing how they began their career, what they enjoy most about their job and what advice they would give to future firefighters. A total of 7 interviews have been created for Facebook and Twitter. The Campaign in total reached over 4,500 people on the Meridian Township Fire Department Facebook page.

HOMTV Intern Instagram Take Over

The HOMTV Intern Instagram Take Over was featured on the HOMTV Instagram account. It provided an inside look at what HOMTV interns do during the day at HOMTV. HOMTV interns were granted access to the HOMTV Instagram account for one day, each intern created small video segments talking about the projects and assignments they were working on at the time. Each intern video featured reached an average of 30 Instagram followers.

Rec on the Move

Every July the Meridian Township Parks and Recreation Department participates in the summer campaign Rec on the Move in celebration of National Parks and Recreation Month. For the 2018 Rec on the Move campaign, several Facebook and Twitter posts promoted weekly family friendly activities. Campaign efforts included graphics and social posts promoting each event. The campaign in total reached over 2,500 people on the Parks and Recreation Facebook page.

HOMTV Testimonial Tuesday / Thankful Thursday

In September, HOMTV began posting video testimonials of alumni members, interns and community supporters to highlight the importance of HOMTV and the Internship Program. 20 testimonial videos have been collected so far.

Wisdom Wednesday

An interview and video educational series with Township staff to inform the public about the status of Township goals, projects and services.

Marketing/Promotions

Print Publications:

The Communications Department develops a majority of publications for the Township and the HOMTV Alumni Group; including writing, editing and print layout/style.

These publications consisted of:

- 3 Prime Meridian Magazines
- 3 Redevelopment Ready Properties Brochures
- 1 HR Asset Brochure
- 1 MAB/HOMTV Ad
- 6 Senior Center Newsletters
- 12 Senior Center Flyers
- 1 Branding Mousepad
- 1 HOMTV Program Sponsorship Packet
- 1 HOMTV Brand Standards Flyer
- 1 HOMTV Rate Card
- 1 HOMTV Intern Brochure
- 1 HOMTV Program Guide
- 3 HOMTV Business Cards
- 27 Township Event Flyers
- 12 Township Closing Flyers
- 1 Summer Reading Reporters ad
- 25 Signs for Township Ribbon Cuttings
- 40 Township Event Signs
- 1 Recycling Event Outdoor banner
- 1 Farmers' Market City Pulse ad
- 10 Park Sport flyers
- 25 Celebrate Meridian Event materials
- 10 Park flyers
- 1 report cover template
- 1 HOMTV Open House Timeline poster
- 1 GLCVB ad
- 1 Halloween Adventures Stamp postcard.

Graphics:

The Communications Department created and/or redeveloped the following graphics for various Township departments/entities for Print Publications, Township Website, Redevelopment Ready properties and Branding standards:

- 4 Emergency Flooding graphics
- 100 Website graphics
- 25 Facebook Banner graphics
- 25 Ribbon Cutting graphics
- 5 EDC graphics
- 75 Ballot Meridian graphics

- 5 Summer Reading Reporters graphics
- 10 HOMTV Open House graphics

Press Releases:

The Communications Department wrote 132 press releases for various departments including HOMTV, Parks and Recreation, Fire, Police, Treasurer’s Office and Clerk’s Office. More than 75% of press releases sent were covered by local media outlets online, newspapers, newsletters and radio on-air interviews.

Ribbon Cuttings and Special Ceremonies:

Coverage of Ribbon Cutting ceremonies builds a strong relationship with local businesses in the Township which in turn helps the economic growth in the community. 18 ribbon cuttings were covered, including photographs of each event and an album on the Township’s Flickr account, social media postings on designated Township Facebook/Twitter accounts and Township Instagram, featured in the Meridian Township weekly newsletter, and may include a HOMTV news article, as well as audio and video of the event to be featured on the HOMTV channel.

By celebrating ceremonies and milestones in Meridian Township on various social media platforms, we have the ability to share positive Prime Community impacts with a larger audience. 7 swearing-in ceremonies, and 17 various dedications, ground breakings and special ceremonies were covered, including photographs of each event and an album on the Township’s Flickr account, social media postings on designated Township Facebook/Twitter accounts and Township Instagram and featured in the Meridian Township weekly newsletter.

HOMTV Media Sponsorships:

Five (5) in-kind media sponsorship agreements were created for event coverage throughout the community for HOMTV and CAMTV. As a media sponsor, HOMTV and CAMTV, offers a number of services at no charge, such as press releases, promotions, social media posts, news story coverage, interviews and mentions in programs.

- Alzheimer’s Association (media sponsorship across multiple events throughout the year) – valued at \$4,462.50
- Lansing 5:01(multiple events – summer 2018) – valued at \$500
- Remember Will Goodale “King of Kickball” event – valued at \$2,825.00
- Okemos High School Athletics “Career in Sports Night” event – valued at \$2,825.00
- Michigan State University (MSU) Safe Place “Race for the Place” – valued at \$1,255.00

HOMTV was also a Student Awards Program Sponsor at the Michigan Association of Broadcasters (MAB) Great Lakes Media Show to build awareness with other organizations and students.

HOMTV Control Room/Studio Updates

HOMTV has added new graphic elements to all of their shows using the new Ross Xpression system purchased last year. This system allows HOMTV to more easily create and work with graphical elements and add them to shows live rather than add them later in post-production. More creative use of Chroma-key (also known as “green screen”) effects were incorporated into election coverage this year. The additions were seen in motion backgrounds making for more dynamic looking sets.

HOMTV upgraded the electrical systems in the Noise Room to accommodate the addition of the new video editing storage space and archiving equipment. This included a battery backup system for the two additions that will help in case of a loss of power. Efforts have been made to remove obsolete equipment and wiring that have been taking up space and crowding out resources in the racks and to repurpose old computer equipment to make use of systems with a little bit of life left in them. A few cameras and microphones that needed maintenance from wear and tear were repaired in-house.

The UltraNexus server, which handles playback of all the scheduled programming on air, had a major systems/hard drive failure. Working with the local manufacturer, we were able to replace the faulty drive and return HOMTV to essential election programming on-air within a day. The fiber connection and encoder that carries HOMTV and CAMTV signals from the Ultra Nexus to Comcast was upgraded to handle changes in routing of the fiber optic network Comcast has been making.

The Township HVAC system experienced some changes during the switch from air-conditioning to heat which caused overheating in the Noise Room. A new duct was installed in the Noise Room to ensure that there is always cold air entering the space to avoid overheating of equipment.

HOMTV Programming

To enhance programming, the live weekly news show was increased to each week day, HOMTV partnered with the Okemos School District to create, produce and host the new program Inside Okemos Athletics as well as the Friends of Historic Meridian to produce and host the Reflections program. In addition to the channel and website, the following programs are also live streamed on Facebook: Township Press Conferences and Township Emergency Communications, Inside Okemos Athletics Show, Meridian News Now News Show daily newscast and Open Line Call-In Program. Additional program enhancements are slated for 2019, including more digital integration and share ability as well as the possibility of adding podcasts.

HOMTV 2018 Primary Election Coverage concluded with 5 hours of LIVE Primary Election Night Coverage which included live candidate interviews and results. Leading up to the Primary Election, 12 Candidate Interviews, 4 Candidate Statement Programs, 4 Candidate Debates, 3 Ballot Proposal Programs, 4 Special Topic Interviews were aired. HOMTV 2018 General Election Coverage concluded with 5 hours of LIVE General Election Night Coverage which included 5 live phone interviews, 2 live studio interviews, 3 live interviews on location, 2 live victory speeches, 1 press conference and multiple reporter live shots from the Lansing Center, MotorCity Casino and Deer Lake Athletic Club. Leading up to the General Election, 24 Candidate Interviews, 4 Candidate Statement Programs, 6 Candidate Debates, 3 Ballot Proposal Programs, 2 Special Topic Interviews were aired.

HOMTV partnered with the Capital Area District Libraries (CADL) on a new project for their annual Summer Reading Program. The project called "Summer Reading Reporters", involving a pseudo TV station called "SRTV", provided kids ages 8-14 a chance to get in front of the camera and report on activities related to their Summer Reading Program. HOMTV interns and staff worked with youth in the field and in the studio covering some of CADL's Summer Reading activities at the Haslett and Okemos library branches.

A new schedule was revealed and implemented allowing HOMTV to better accommodate

viewership and increase engagement with the channel. The new schedule replicates how other Government Access Channels are programming meetings, allows for more viewership of the live newscast during the lunch hour and the weekend schedule encourages “binge” watching and provides additional air times of entertainment focused programs.

Digital Analytics

Our Digital Platform grew quite large. HOMTV itself had an increase of traffic to it’s website of over 300% and Meridian Township also increased its website traffic by 29%, not as large as HOMTV but it’s still quite an improvement and showing a trend in the direction of where people are looking for the Township. The social videos took off also with HOMTV’s Facebook videos being watched 700% more than in 2017 and Meridian Township’s 187% over 2017. This is showing us that our audience is going to our social pages and websites for information and how crucial social video is to relaying information and educating the public.

HOMTV Internship Program

Forty-Eight (48) interns participated in HOMTV’s multimedia television internship program with a total of 7 paid interns and freelance employees. The average number of interns and freelance employees per semester during 2018 was 22. The program had 10 interns and freelance employees from 2017 continued on in 2018. Staff conducted 39 hands-on intern workshops 363 intern exams. The interns contributed approximately 17,135 hours, produced more than 612 stories and promo/PSAs, covered approximately 50 Township events and served as crew as well as on-air talent for 538 programs and 65 Township meetings. HOMTV received 60 applications, interviewed 35 prospective interns and accepted 33 first time interns. The Department also hosted 5 job shadows in 2018.

An Okemos High School student is currently doing a Work Study with HOMTV for the 2018-2019 school year. This is the first time this opportunity has been offered. The student primarily operates the audio board during the live Inside Okemos Athletics program on Wednesdays as well as assists with other control room and studio operations.

Repair and Update Intern & Alumni Tracking Access Database

A Temporary Database Freelancer was hired to redesign and reconfigure the HOMTV Intern & Alumni Tracking Access Database to improve functionality, fix broken pathways to reports, queries and the main switchboard, as well as create additional relevant form fields, reports and queries. The project was completed in December 2018. Next year, staff will overhaul the intern and alumni folders and update the data in the newly created fields of the database to streamline the intern and alumni tracking process.

HOMTV Alumni

Once an intern successfully completes their first “Rookie” semester of the HOMTV Internship Program, they become an alumni member of the program. HOMTV is proud of where their alumni members begin and continue their careers in the multimedia television industry. In 2018, 7 HOMTV alumni members entered into the television/marketing industry with part-time, full-time careers or internships directly after leaving the HOMTV Internship Program:

- Samantha Basirico – News Intern for NBC Sports Chicago in Chicago, IL.
- Tony Black – News Intern for Fox 2 News in Detroit, MI.
- Honda Carter – Morning Edition Intern for WKAR at MSU in East Lansing, MI.
- Adriana Cotero - News Reporter/Anchor for KSPN2 in Saipan, CNMI (U.S. Commonwealth Northern Mariana Islands).
- Gabriella Galloway – Reporter for 9&10 News in Cadillac, MI.
- Raquel Harrington – MMJ for KY3 and KSPR News in Springfield, MO.
- Jerry Liu – Sports Reporter and Commentator for iQIYI.com in Beijing City, China.

HOMTV Recruitment Fairs/Events (10)

- Michigan State University (MSU) Diversity Career Fair (1/24/18)
- MSU CAS (Communications Arts & Sciences) Connect Fair (2/9/18)
- Lansing Community College (LCC) Job & Internship Fair (2/20/18)
- Central Michigan University BCA Career Fair (2/21/18)
- Michigan Association of Broadcasters (MAB) Great Lakes Broadcasting Conference Career & Networking Fair (3/7/18)
- MSU Summer Job & Internship Fair (3/21/18)
- Specs Howard Internship Fair (4/6/18)
- MSU Local Job & Internship Fair (9/5/18)
- Mentor for MSU Chapter of the National Association of Black Journalists (NABJ) Critique Workshop (10/1/18)
- MAB Broadcasting Career Builder Conference (11/16/18)

Awards

The Alliance for Community Media awarded HOMTV with a 1st place national award in the "Overall Excellence in Governmental Access - \$650,000-\$1,000,000" category at the 2018 Hometown Media Awards Competition. This is first time since 2004 HOMTV has received this national award. The Hometown Media Awards honors and promotes community media and local cable programs that are distributed on Public, Educational and Governmental (PEG) access cable television channels. Awards are presented to the most creative programs that address community needs, develop diverse community involvement, challenge conventional commercial television formats and move viewers to experience television in a different way.

HOMTV received an Honorable Mention for "Government Access Station Web Site" in the 2018 National Association of Telecommunications Officers and Advisors (NATOA) Government Programming Awards Competition. The Government Programming Awards (GPAs) are annual awards that recognize excellence in broadcast, cable, multimedia and electronic programming produced by local government agencies. Celebrating over 25 years of programming excellence, the 2018 GPA's invites government programmers across the nation to join in having their programming judged as amongst the best productions across the country.

HOMTV has also received awards from ACM's Central States Region 2018 Philo Festival of Media Arts Competition including a 1st Place Public Service Announcement Category in the Student Division, Finalist in the Newscast Category for the "Special Report: Housing in Meridian" program and a Finalist in the Overall Excellence in Combined P.E.G. Access Category.

Speaking Engagements/Certifications/Seminars

Deborah Guthrie, PIO/Communications Director:

Provided Social Media Presentation at the annual Michigan Parks Training Day, provided media relations for Celebrate Meridian and CSC Press Conference. Continued serving as Michigan NATOA Chapter President.

Brandie Yates, HOMTV Executive Producer and Internship Coordinator: Journalism Presentation with two 5th Grade classrooms at the Pleasant View Academy in Lansing; Renewed Annual CTA Certification; MAB Marketing & Communications Committee; MAB Speaker for MAB's Great Lakes Broadcasting Conference Career "101 Ways to Repurpose Content"; NATOA Judge for Government Programming Awards; Webinar for Marketing and Social Trends in 2019; Webinar on FCC Regulations for Nonprofit Sponsorships; Webinar for Broadcasters and Drones; Webinar for Leadership Lessons for Broadcast Managers; Webinar for High Quality, Low Budget Productions.

Andrea Smiley, Administrative Assistant: Renewed Annual CTA Certification; Webinar for Marketing and Social Trends in 2019; Conference Call on Google Adwords/Analytics Grant; Webinar on FCC Regulations for Nonprofit Sponsorships; MAB Conference Call.

Erin Cornett, Social Media Specialist: Renewed Annual CTA Certification; 3 webinars with Vision on current website updates

Ben Makulski, Video Programmer: Ross Inception Script Writing and Prompter software, Ross Xpression Live Graphics Production and Edit Share for new Editing Storage and Archiving.

Roy Kellerman Jr, Studio TV Production Manager: In-House Training for Editshare and Ark Network Video Storage and Archiving System, MAB Video Drone Regulations Seminar, Webinar for High Quality, Low Budget Productions, Webinar Leightronix UltraNexus HD, Ross Inception New Features Webinar

Department Staff

Deborah Guthrie, Communications Director/PIO

Brandie Yates, HOMTV Executive Producer and Internship Coordinator

Andrea Smiley, Administrative Assistant

Roy Kellerman, Studio TV Production Manager

Ben Makulski, Video Programmer

Erin Cornett, Part-time Social Media Specialist

Lynn Meikle, Freelance Media/Print Publications/Graphics



2018/2019 COMMUNICATIONS DEPARTMENT GOALS AND ACTION PLAN

Website Enhancements:

In 2018 the biggest enhancement was updating the website to be ADA compliant. All CMS users were trained on how to create documents and upload to meet ADA compliance. The Parks and Recreation sections, Go Green! Recycling section and various other pages were redesigned and enhanced by creating user friendly buttons for easier access to subpages and increased visibility. A new Economic Development section was created for the Redevelopment Ready Community efforts and Economic Development Department.

In 2019, the resident and visitor section will be overhauled to include more information about services provided for residents and the business community. Each page will undergo a mobile friendly audit.

Criminal Sexual Conduct (CSC) Initiatives:

HOMTV provided live coverage of the Township Press Conferences as well as follow-up interviews and stories. HOMTV hosted a Public Forum focusing on the “Red Flag Behavior of Sexual Offenders and Meridian Township’s CSC Efforts” with an expert panel. Staff assisted Brianne Randall-Gay with the production of her sexual assault survivor statement and with the launch of the Meridian CSC Facebook Fan page. In 2019, those efforts will continue to be communicated.

Create/Find Additional HOMTV Revenue Sources:

The HOMTV Program Sponsorship Opportunities and the HOMTV Alumni Giving Program were developed to create additional revenue sources to financially support the operations of HOMTV as approved by the Communications Commission in 2017 and launched in 2018.

In 2019, staff will create and implement a Marketing Strategy & Outreach Plan for both programs.

Develop HOMTV Video Archive System & Integrate in to Current System:

The Township Board approved \$75,000 for 2018 to develop and integrate a video archive system. The new archiving and storage system were installed and staff training was conducted.

Dubbing processes, procedures and a digitizing timeline will be developed and executed in 2019.

Repair and Update Intern & Alumni Access Database:

A Temporary Database Freelancer was hired to redesign and reconfigure the HOMTV Intern & Alumni Tracking Access Database to improve functionality, fix broken pathways to reports, queries and the main switchboard, as well as create additional relevant form fields, reports and queries. The project will be completed in December 2018. In 2019, staff will overhaul the intern and alumni folders and update the data in the newly created fields of the database to streamline the intern and alumni tracking process.

Develop Township Visitor’s Guide:

Staff created a draft proposal for ad placement to offset print publication costs including a township wide sponsorship packet. We hope to have the first Visitor’s Guide printed in January 2020.

Adopt Social Media Policy:

The purpose of developing a social media policy is to provide staff the necessary tools to represent the township on social sites and be the ‘township voice’ according to the newly adopted brand standards. The Meridian Township Social Media Policies and Procedures relate to internet use and social networking.

As with other aspects of the Internet, authorized employee social media use must be for the purposes of Township business and support the Charter Township of Meridian’s vision and mission statements approved by the Meridian Township Board. Use of social media shall be in accordance with the approved Meridian Township Personnel Policies.

Branded Meridian Signage:

Staff worked on an overall design with Parks, Engineering and Economic Development Departments for external signage at Park entries, Municipal Properties and Corridor entryways. Implementation including a plan of action of internal branded signage is expected for 2019.

From: Deborah Guthrie
Sent: Tuesday, November 20, 2018 3:20 PM
To: Communications Commission
Subject: Video Survey Franchise Survey

Attached is the annual video survey franchise Meridian Township submits for the Michigan Public Service Commission (MPSC). The passage of PA 480 included the MPSC conducting annual video service competition reports.

The Commission monitors the status of video/cable services competition in Michigan, which includes receiving and analyzing information from both franchise entities and video/cable service providers throughout Michigan. The Commission also assists individual customers, franchise entities, and providers with their questions and/or complaints.

According to their 2017 activities report dated February 1, 2018, there are currently 38 cable providers offering service to over 2 million video/cable customers in Michigan. Even though subscribership decreased by approximately 130,865 from 2016, providers are continuing to report more competition in their franchise areas since the Act took effect. Providers reported investing over \$1.1 billion into the Michigan market since the Act became effective.

Video Survey Franchise

Forms

Status of Competition for Video Services in Michigan

Here is the information you have submitted.
 Please print a copy for your records.

Franchise Entity:	Meridian Township
Address:	5151 Marsh Rd
Address 2:	
City:	Okemos
County:	Ingham
State:	Michigan
Zip:	48864
Contact Person:	Deborah Guthrie
Phone:	(517) 853-4380
Contact Email:	guthrie@meridian.mi.us
Total Agreements:	2
Current Provider:	Comcast AT&T U-verse
Other:	
Providers since 01/01/18:	0
Providers Prior:	1
Satellite Providers in your community:	Dish Network Direct TV Other
Other:	Arialink
Aware of Public Act 4?	Yes
Receive Complaints?:	Yes
Number of Complaints:	24
Resolve Attempts:	Yes
Complaints to MPSC:	0
Complaint Type:	Service/Equip
Other:	
Awareness of MPSC:	Yes
Provide Link to MPSC:	No
Informal Disputes:	No
Dispute Regarding:	
Other Disputes:	
Contact MPSC about Disputes:	No
Impact on Community:	Competition: None Franchise Fee Payments: Increase PEG Fee Payments: Increase Complaints: None Other: None
Other:	
Quality of Service:	Customer Service Quality: None PEG Studios and Equipment: Decrease Services Offered: Decrease Number of CSCs: Decrease Other: None
	Yes
	Yes
	guthrie@meridian.mi.us

Recommendations:	When competition exists, we should see a decrease in subscriber costs. We have not seen that. It continually increases.
Date Submitted:	11/15/2018

[Back to Video Franchise Survey](#)

[MI.gov \(http://www.michigan.gov\)](http://www.michigan.gov) [MPSC Home \(http://www.michigan.gov/mpsc/\)](http://www.michigan.gov/mpsc/)

[Policies \(http://www.michigan.gov/policies\)](http://www.michigan.gov/policies)

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MPSC Reports on the Status of Competition for Video Services in Michigan

Based on available data gathered by the Commission through its 2017 survey:

- Michigan providers reported 2,042,026 video/cable customers. This does not include customers of satellite providers which are not required to have franchise agreements with municipalities.
- Overall, there are currently 2,060 franchise agreements in existence in Michigan (both individual franchise agreements entered into before the Act that have not yet expired, and the Uniform Video Service Local Franchise Agreements as required by the Act). This is an increase of fifteen (15) compared to the previous year.
- Providers reported investing over \$100 million in the video/cable market in Michigan in 2017 and over \$1.1 billion since the Act took effect.
- The MPSC made three recommendations to the legislature: changing the due date of the annual report to March 1 from February 1 to provide survey respondents more time to provide information to the MPSC; requiring providers to provide certain contact information to the MPSC; and requiring a provider to notify the Commission if it changes its name, goes out of business, or merges with another company.

Annual Reports: [Download annual reports](#)

[Michigan.gov Home](#) | [MPSC Home](#) | [State Web Sites](#)

[Policies](#) | [Michigan News](#) | [ADA](#)

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Communications
Commission

New Business



8A.

To: Communications Commission
From: Deborah Guthrie, Communications Director/PIO
Date: November 27, 2018
Re: Term Expiration and Reappointment/Appointment Recommendations

The Communications Commission has the following terms expiring on December 31, 2018:

Andrew Lathrop, Commissioner – Term Expires: 12/31/2018
Patrick Crowley, Alternate Commissioner – Term Expires: 12/31/2018
Eric Langdon, Alternate Commissioner – Term Expires: 12/31/2018

The Communications Commission has the following vacancies:

Commissioner – New Term: 12/31/18 – 12/31/21
Commissioner – Finish Existing Term: 12/31/18 – 12/31/20
Alternate Commissioner – New Term: 12/31/18 – 12/31/19
Alternate Commissioner – New Term: 12/31/18 – 12/31/19

Staff requests that the Communications Commission review the public service applications submitted and make recommendations to the Township Board to fill the commissioner vacancies in the following way, with the need for active commissioners who will be brand ambassadors and have experience in fundraising and foundation work.

The Communication Commission moves **TO RECOMMEND THE REAPPOINTMENT OF COMMISSIONER THATCHER TO ALTERNATE COMMISSIONER** with a new term expiring on December 31, 2019 and **TO RECOMMEND THE APPOINTMENT OF BRIAN SEIPEL TO COMMISSIONER** to finish an existing term expiring on December 31, 2020, **TO RECOMMEND MIKE NEVELLS TO COMMISSIONER** with a new term expiring on December 31, 2021 and **TO RECOMMEND RITI ADHI TO ALTERNATE COMMISSIONER** with a new term expiring on December 31, 2019. (Please refer to Public Service Applications/Resumes included)

Per the Communications Commission (CC) Rules and Procedures:

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.

From:
To: [Andrea Smiley](#)
Cc: ["Walter Benenson"](#); [Deborah Guthrie](#)
Subject: Re: Communications Commissioner Term Expiring
Date: Friday, November 16, 2018 11:25:35 AM

Hello Andrea, Deborah and Walter,

Unfortunately, at this time, I will have to step away from the Communications Commission as demands in both my personal and professional life have disallowed me from dedicating the time I'd like to, and time the Commission needs, from my seat as an Alternate.

Please accept this email as my formal resignation from the seat of Alternate Commissioner.

With SB637 and attempts by the FCC to significantly alter the landscape for the Communications Commission and Meridian Township alike, I regret the timing of my departure. As a member of our community, I wish the best for the Commission, my fellow Commissioners, and all of Meridian Township as work continues on important issues affecting everyone in our community.

Thank you for allowing me to serve for two years. Should the Township need anything more than this email as notice, please let me know.

Best regards,
Eric Langdon

From:

Sent: Thursday, November 15, 2018 12:45 PM

To: Andrea Smiley <smiley@meridian.mi.us>

Cc:

Subject: Re: Communications Commissioner Term Expiring

Andrea,

I think I would prefer to let my appointment lapse. Although I will always make myself available should your membership dwindle to a point where you cannot find anyone else to serve.

Thank you all for the experience.

Patrick

From:
To: [Andrea Smiley](#)
Cc: [Deborah Guthrie](#); ["Walter Benenson"](#)
Subject: RE: Communications Commission Reapp
Date: Monday, November 26, 2018 10:06:08 AM

I apologize for my attendance. I would love to move to an alternate position.

Thanks,

Kevin

From:
To: [Andrea Smiley](#)
Cc: [Deborah Guthrie](#); [Walter Benenson](#)
Subject: Re: Communications Commissioner Term Expiring
Date: Tuesday, November 20, 2018 3:17:03 PM

Unfortunately Wednesday nights are always a conflict for me. I don't want to be a commissioner if I cannot attend the meetings. That's not fair to you all. I wish my schedule was more forgiving.

CHARTER TOWNSHIP OF MERIDIAN

Susan McGillicuddy Supervisor
 Mary M. G. Helmbrecht Clerk
 Julie Brixie Treasurer
 Gerald J. Richards Manager



Brett Dreyfus Trustee
 Elizabeth Ann LeGoff Trustee
 Lynn Ochberg Trustee
 John Veenstra Trustee

APPLICATION FOR PUBLIC SERVICE

I am interested in service on one or more of the following public bodies as checked below:

- | | |
|---|--|
| <input type="checkbox"/> Assessing Board of Review*
<input type="checkbox"/> Building and/or Fire Board of Appeals and Building Hearing Officer
<input checked="" type="checkbox"/> Cable Communications Commission*
<input type="checkbox"/> Capital Area Transportation Authority (C.A.T.A.)
<input type="checkbox"/> Community Resources Commission
<input type="checkbox"/> East Lansing-Meridian Water & Sewer Authority
<input type="checkbox"/> Economic Development Corporation
<input type="checkbox"/> Elected Officials Compensation Commission* | <input type="checkbox"/> Environmental Commission
<input type="checkbox"/> Land Preservation Advisory Board
<input type="checkbox"/> Park Commission (elected/appointed)
<input type="checkbox"/> Passenger Rail Council
<input type="checkbox"/> Pension Trustees
<input type="checkbox"/> Planning Commission
<input type="checkbox"/> Township Board (elected/appointed)
<input type="checkbox"/> Zoning Board of Appeals
<input type="checkbox"/> Lake Lansing Watershed Advisory Committee*
<input type="checkbox"/> Other |
|---|--|

\$ or any available

(*Special conditions restricting eligibility for appointment)

Indicate areas not included above which may warrant special attention or study that are of interest to you:

Summarize your reasons for applying for this type of public service:

Describe education, experience or training which will assist you if appointed. (Attach resume if available)

Name: BRIAN MICHAEL SEIPEL
 Occupation: RETIRED Place of Employment: N/A
 Home Address: 5932 W. SLEEPY HOLLOW LANE, EAST LANSING, MI 48823
 Phone: (days) 517-449-2227 (evenings) 517-449-2227 E-mail: BRIANSEIPEL@COMCAST.NET
 Signature: Date: SEPT 23, 2018

Persons appointed to Meridian Township boards and commissions must be a resident and elector (if of voting age) of the Township during the term of office. Excessive absences may be cause for review of appointment. (PLEASE USE BACK IF NEEDED)

The policy for appointment of candidates to the various public service positions is based on the following criteria: desire to serve, experience, expertise, availability of time to serve, and maintenance of equitable geographic representation. In most instances it will be desirable to develop further information through a personal interview. This application will be retained in township files for two years. Please return this form to the Office of the Clerk, Charter Township of Meridian.

FOR OFFICE USE ONLY			
Date Received:		Distro:	Application #
Registered Voter:	Y / N		
Date Appointed:			

Ronald J. Styka
Brett Dreyfus
Julie Brixie
Frank L. Walsh

Supervisor
Clerk
Treasurer
Manager



Phil Deschaine
Patricia Herring Jackson
Dan Opsommer
Kathy Ann Sundland

Trustee
Trustee
Trustee
Trustee

APPLICATION FOR PUBLIC SERVICE

I am interested in service on one or more of the following public bodies as checked below:

<input type="checkbox"/>	Assessing Board of Review*	<input type="checkbox"/>	Elected Officials Compensation Commission*
<input type="checkbox"/>	Board of Water and Light Representative*	<input type="checkbox"/>	Environmental Commission
<input type="checkbox"/>	Brownfield Redevelopment Authority*	<input type="checkbox"/>	Lake Lansing Watershed Advisory Committee*
<input type="checkbox"/>	Building and/or Fire Board of Appeals and Building Hearing Officer	<input type="checkbox"/>	Land Preservation Advisory Board
<input type="checkbox"/>	Capital Area Transportation Authority (C.A.T.A).	<input type="checkbox"/>	Park Commission (elected/appointed)
<input checked="" type="checkbox"/>	Communications Commission*	<input type="checkbox"/>	Pension Trustees
<input type="checkbox"/>	Community Resources Commission	<input type="checkbox"/>	Planning Commission
<input type="checkbox"/>	Corridor Improvement Authority*	<input type="checkbox"/>	Township Board (elected/appointed)
<input type="checkbox"/>	Downtown Development Authority*	<input type="checkbox"/>	Transportation Commission*
<input type="checkbox"/>	East Lansing-Meridian Water & Sewer Authority	<input type="checkbox"/>	Zoning Board of Appeals
<input type="checkbox"/>	Economic Development Corporation	<input type="checkbox"/>	Other

(*Special conditions restrict eligibility for appointment)

Indicate areas not included above which may warrant special attention or study that are of interest to you:

Summarize your reasons for applying for this type of public service:

volunteer activities with youth athletics, boy scouts, church, Rotary, and Masons for m

Describe education, experience or training which will assist you if appointed. (Attach resume if available)

Name: Michael p nevels

Occupation: Account Manager Place of Employment: Go Solutions Group, Inc.

Home Address: 4310 Kenosha trail Okemos MI 48864

Phone: (days) 517-285-8733 (evenings) 517-285-8733 E-mail mike.nevells@gosolutions.net

Signature _____ Date 11/27/18

Other than the Downtown Development Authority Board and the Economic Development Corporation, persons appointed to Meridian Township boards and commissions must be a resident and elector (if of voting age) of the Township during the term of office. Excessive absences may be cause for review of appointment.

(PLEASE USE BACK IF NEEDED)

The policy for appointment of candidates to the various public service positions is based on the following criteria: desire to serve, experience, expertise, availability of time to serve, and maintenance of equitable geographic representation. In most instances it will be desirable to develop further information through a personal interview. This application will be retained in township files for two years. Please return this form to the Office of the Clerk, Charter Township of Meridian.



I am interested in service on one or more of the following public bodies as checked below:

***Special conditions restrict eligibility for appointment**

1.

Communications Commission*

2. Occupation:

Web Administrator

3. Indicate areas not included above which may warrant special attention or study that are of interest to you:

Not answered

4. Describe education, experience or training which will assist you if appointed:

My experience working for the Michigan Department of Licensing and Regulatory Affairs, Communications Office for six years would assist me if appointed. I worked with the department communications director and public information officers to present the goals, mission and vision of the agency to the general public, media outlets, education and business leaders, government officials and others. This was achieved through new releases, publications, speeches, media relations, the Internet & Intranet, and other communications methods using the latest technology. In my role, I supported the department and its customers through internal and external communications that promoted its programs and services to Michigan residents. I would make recommendations to management on different techniques to improve internal and external communications, customer service, IT systems, and business processes based on complaints and inquiries submitted by staff and residents.

5. Contact Information:

Name:	Riti Adhi	Occupation:	Web Administrator
Place of Employment:	State of Michigan, Department of Agriculture & Rural Development	Home Address:	3989 West Sunwind Drive, Okemos, MI 48864
Phone (days):	(517) 643-3113	Phone (evenings):	(517) 643-3113
Date:	11/27/2018		

6. Attach Resume and Cover Letter

Riti Adhi
3989 West Sunwind Drive
Okemos, MI 48864

November 27, 2018

Meridian Township Communications Commission
5151 Marsh Rd
Okemos MI 48864

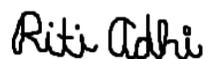
To Whom It May Concern,

I am writing to express my interest to serve on the Meridian Township Communications Commission. I learned about this vacancy via Meridian Township's and HOMTV's Facebook page. As a resident of Meridian Township for 23 years, I have grown up in this community and I am passionate about better serving the needs of Meridian Township residents and keeping them informed of what is happening in the community.

I have gained extensive knowledge of internal/external communications, information technology, and process improvement while working for the Michigan Department of Licensing and Regulatory Affairs, Communications Office for six years. I established objectives, goals, and priorities, conducted research and analysis of mass communication trends, and collected and analyzed data to support the priorities of the department. In my role, I oversaw and maintained web pages and IT systems consistent with guidelines and principles for effective communications. I also created content, developed and prepared digital communications, managed the department email/text messaging listserv, set up webinars, and ensured electronic information like publications, videos, and podcasts were ADA compliant. Currently, I work for the Michigan Department of Agriculture and Rural Development as a web administrator. In my current role, I am leading the migration of the department's public website and maintaining the Intranet site while working closely with web liaisons, communication coordinators, and technical staff.

My experience and skills to carry out the responsibilities makes me an ideal candidate for this appointment. I have demonstrated the ability to develop and implement innovative solutions to address a wide variety of challenges. With my communication, analytical, organizational, and leadership skills, I would be a tremendous contribution and build on the success of Meridian Township. Please feel free to contact me via email at adhiriti@yahoo.com or phone at (517) 643-3113. Thank you for your time and consideration.

Sincerely,



Riti Adhi

Riti Adhi

3989 West Sunwind Drive, Okemos, MI 48864 • 517-643-3113 • adhiriti@yahoo.com

SUMMARY

More than six years of experience working within the State of Michigan. Demonstrate ability to prioritize and handle multiple projects, adapt to change, and acquire new knowledge. Expertise in information technology, web administration, content management systems, data analytics, process improvement, strategic planning, project management, software development life cycle, oral and written communication, customer service, technical support, research, training, and web conferencing.

EXPERIENCE

State of Michigan, Department of Agriculture & Rural Development **Sept. 2018 –Present**
Executive Office, Office of Organizational Innovation

Departmental Analyst 12 - Web Administrator

- Lead the development, maintenance, and migration of MDARD's public website and Intranet site while working closely with web liaisons, communication coordinators, and technical staff
- Create and maintain website governance plan and standard operating procedures
- Collaborate with security policy and data management review teams to ensure state standards are met

Meridian Township

Aug. 2018, Nov. 2018

Election Inspector, Precinct 9 – Edgewood School

- Registered voters into the Electronic Poll Book and issued ballots to registered voters
- Assisted voters throughout the voting process and explained voting procedures
- Assisted with polling location setup and closing

State of Michigan, Department of Licensing and Regulatory Affairs **Jan. 2018 –Sept. 2018**
Bureau of Professional Licensing, IT/Michigan Professional Licensing User System Section

Departmental Analyst 12 - Senior IT Analyst and Accela Automation Administrator

- Utilized the Accela Civic Platform to streamline Michigan's licensing process
- Performed requirements gathering, system configuration, testing, and staff training
- Learned bureau's applications, databases, and business processes
- Interpreted and applied administrative rules, Public Health Code, and Occupational Code
- Responded to customer complaints and inquiries, analyzed problems, and recommended potential solutions
- Developed licensing application and met the functionality, timing, and cost requirements for the business functions using agile scrum methodology

State of Michigan, Department of Licensing and Regulatory Affairs **Apr. 2012 –Jan. 2018**
Office of Communications, Media & Public Relations

Departmental Analyst 12 - Web Administrator and IT Liaison

- Researched, analyzed, and maintained various web pages and oversaw internet and intranet design, maintenance, and content updates
- Led department-wide web projects and oversaw training needs for web liaisons
- Worked with IT Department and third-party vendors to implement software and hardware upgrades to improve the efficiency of business processes, purchase IT equipment, and manage IT inventory
- Served on IT steering committee to review department-wide IT projects, budget, and initiatives
- Served on the Department Information Management Governance Board to discuss Enterprise Information Management initiatives, data classification, and cybersecurity
- Maintained databases that are used by the Communications Office, the Executive Office, and the Governor's Office for leadership, constituent, and media outreach
- Created and maintained statistical reports and compiled data for scorecard metrics
- Awarded Good Government Coin as a Symbol of Excellence for providing technical assistance

SKILLS

Microsoft Office, Adobe Creative Cloud, Vignette, WordPress, SharePoint, Crystal Reports, HTML, CSS, XML, Python, SQL, PowerShell, UML object-oriented and relational data modeling and architecture, Microsoft Windows, Microsoft IIS, Microsoft SQL Server, Team Foundation Server, GovDelivery, IBM Digital Analytics, Siteimprove, SurveyMonkey, Camtasia, Google Analytics, Accela platform, JIRA

ORGANIZATIONS

Asha for Education – Lansing Chapter, *Webmaster* (Apr. 2018 – present)

EDUCATION

Central Michigan University, Mt. Pleasant, MI **Jan. 2013 –May 2015**
Master of Business Administration, Concentration in Logistics Management

Michigan State University, East Lansing, MI **Aug. 2008 –Dec. 2011**
Bachelor of Science, Computer Science

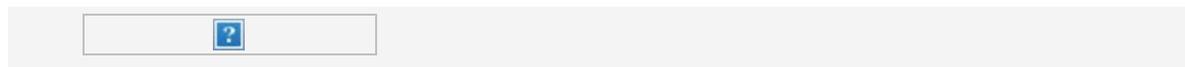
Subject: Public Service Form Received

A new entry to a form/survey has been submitted.

Form Name: Public Service Application Form
Date & Time: 11/29/2018 12:56 PM
Response #: 13
Submitter ID: 8269
IP address: 172.25.96.105
Time to complete: 5 min. , 33 sec.

Survey Details

Page 1



I am interested in service on one or more of the following public bodies as checked below:

***Special conditions restrict eligibility for appointment**

1.

[x] Communications Commission*

2. Occupation:

Insurance Agent

3. Indicate areas not included above which may warrant special attention or study that are of interest to you:

Not answered

4. Describe education, experience or training which will assist you if appointed:

Volunteer coach; church council member

5. Contact Information:

Name:	Karla Dudasik	Occupation:	Insurance Agenct
Place of Employment:	Shinberg Insurance	Home Address:	922 Haslett Road, Haslett, MI
Phone (days):	517-706-9435	Phone (evenings):	517-706-9435
Date:	11/29/2018		

6. Attach Resume and Cover Letter

Resume is attached [KMD.combined.docx](#)

Karla M. Dudasik
922 Haslett Road
Haslett, MI 48840

November 30, 2018

Meridian Township
5151 Marsh Road
Okemos, MI 48864

Re: Application for Communications Commission Board

To Whom It May Concern:

Earlier this month as I walked home from my polling location, I was frustrated that though I was more involved in the pre-election process, I still looked at my ballot with no knowledge of some of the names on it. Leaving, I turned to my husband and told him that we should get more involved in our local political process. It was dismissed as an "eventual" and we went about our life. A few days ago, an old friend contacted us and mentioned that there are board member openings in Meridian Township. She thought that given our background that we may be interested in the Communications Commission. I reviewed the board minutes and purpose as available online and respectfully turn in my application and resume for consideration.

Though my resume attached is strictly professional; I've been in the insurance industry for 15+ years now, I want to highlight that I've also volunteered as HYRA basketball coach for the past couple of years and in the Haslett Food Pantry consistently since I've been in the area. I also currently sit on my church council during the time of pastoral transition which is always a difficult time in a church family. Working as part of a cohesive group is nothing new to me. I also "moonlight" as an editor for my husband's online newspaper The Lansing Herald and edited his books that are self-published through Amazon.

If selected to be part of this Board, I look forward to bringing my experiences and enthusiasm to the communications of wider Meridian Township.

Sincerely,

Karla M. Dudasik

KARLA DUDASIK

517-706-9435

Professional Insurance Experience

Acrisure LLC – Shinberg Insurance Commercial Account Manager 2011-Current

- Determined insurance coverage needs through conversations with current or prospect clients and rated policies
- Handled bonding needs for agency clients (notary, title, bid, performance, security)
- Placed policies with strategic markets based on production goals and/or class of business
- Managed book roll processes from one independent carrier to another
- Created and managed Small Business Unit (SBU)
- Helped create and promote standardized processes for agency staff
- Information technology liaison and interoffice systems expert
- Managed receivables for agency
- Created prospect publications to promote services offered by agency
- Assist in selection, hiring and training of new staff

Mourer-Foster Insurance Customer Service – Commercial Insurance 2008 – 2011

- Direct service on all lines of coverage for commercial clients
- Review construction contracts for insurance language requirements
- Market renewal and new business insurance through both direct writers and broker markets
- Transact all policy activity within management system for producer commission pay
- Set up premium finance agreements including surplus lines tax and additional agency fees
- Assist in training of new employees and review their completed work

MEA Financial Services Insurance Service Representative III 2002 – 2007

- Personal lines insurance service via phone queue
- Maintained top level call statistics in department (largest volume of calls with positive feedback)
- Keyed new quotes and endorsements
- Initial claims service and referral

Licensing and Education

Bachelors of Science – Fisheries and Wildlife Michigan State University

State of Michigan – Property & Casualty / Life & Health licenses



8B.

To: Communications Commission
From: Deborah Guthrie, Communications Director
Date: December 5, 2018
Re: 2019 Communications Commission Regular Meeting Schedule

The Communications Commission of Meridian Township recommends meeting every other month and the adoption of the 2019 regular meeting schedule is as follows:

Wednesday, February 6, 2019	6:00 pm	Administrative Conference Room
Wednesday, April 10, 2019	6:00 pm	Administrative Conference Room
Wednesday, June 5, 2019	6:00 pm	Administrative Conference Room
Wednesday, August 7, 2019	6:00 pm	Administrative Conference Room
Wednesday, October 2, 2019	6:00 pm	Administrative Conference Room
Wednesday, December 4, 2019	6:00 pm	Administrative Conference Room



Communications
Commission

Communications/ Announcements



**THURSDAY
JANUARY 24**
6 PM - 8 PM

Golden Tape Awards Ceremony

Community Invited to Red Carpet Event at Studio C!

On Thursday, January 24 from 6:00 pm to 8:00 pm, HOMTV will host its annual Golden Tape Awards Ceremony and Intern Appreciation Event at Studio C! to celebrate the commitment and hard work of the 2017 - 2018 HOMTV Interns. Over the years, HOMTV's Internship Program has been recognized as an established and exemplary hands-on training program to retain and foster talent.

For the first time, HOMTV is inviting the community to show their support and celebrate the interns as they showcase their work. Attendees will receive star treatment by walking the red carpet to an "Academy Awards" style ceremony hosted by Wharton Center's Bob Hoffman as Master of Ceremonies. Guests will enjoy entertainment, hors d'oeuvres and media professional guest speakers.



Each year, HOMTV Interns continue to be a valuable asset to the Meridian Township community, volunteering around 14,000 hours as production crew and on-air talent for nearly 90 official Township meetings and over 600 HOMTV programs, as well as producing more than 1,000 stories and PSA's.

Those interested in attending or becoming a sponsor of the ceremony, please contact HOMTV Executive Producer Brandie Yates at yates@meridian.mi.us.





FOR IMMEDIATE RELEASE

September 4, 2018

Media Contact: Brandie Yates

Executive Producer

yates@meridian.mi.us

517.853.4208

Ballot Meridian 2018 General Election Coverage Begins
Election Series Feature: Debates, Interviews and Candidate Statements

OKEMOS, MI – HOMTV continues its tradition of excellence with award-winning election programming. *Ballot Meridian 2018*, a series of programs designed to help educate the public on candidates running for office and ballot proposals include live call-in debates, candidate interviews, candidate statements, ballot proposal features and live election night coverage.

Candidate interviews and statements will begin airing the week of October 1st. Call-in debates begin at 7:00 pm on Thursday, October 4th. These programs will also be available on demand on HOMTV's website. A full program schedule will be available at www.homtv.net.

General Election Day is November 6th and sixteen contested races will be covered. Comcast Cable subscribers in East Lansing, Haslett and Okemos can view the programs by turning to Channel 21 and Channel 30. **Viewers will have the opportunity to ask questions during the live debates by calling 517.349.1232.** Questions can also be asked on Twitter using the @HOMTV Twitter handle and #BallotMeridian hashtag.

Non-cable subscribers or those who live outside the viewing area will have the opportunity to take part in the debates through a live video stream on HOMTV's website.

###

HOMTV is Meridian Township's award-winning government access channel providing exclusive gavel to gavel coverage of Township meetings and additional programming that offers news and information about the community. HOMTV programming can be viewed on demand at www.homtv.net.

5151 MARSH ROAD, OKEMOS, MICHIGAN 48864-1198 517.349.1232

www.homtv.net homtv@meridian.mi.us



From: [Brandie Yates](#)
To:
Cc: [Andrea Smiley](#)
Subject: RE: HOMTV General Election Coverage Invitation
Date: Monday, October 1, 2018 11:21:42 AM
Attachments:

Hello ,

Thank you for your email. HOMTV is available in Haslett, Okemos and East Lansing on Comcast Channel 21. Non-cable subscribers or those who live outside the viewing area can watch the channel on our website at www.homtv.net through our live stream. All of our programs are also available on-demand on our website.

Please let me know if you have any other questions. We hope you choose to participate in our Ballot Meridian 2018 General Election Coverage.

Thank you,

Brandie Yates

Executive Producer/Internship Coordinator

yates@meridian.mi.us

W 517.853.4208 | F 517.853.4096

5151 Marsh Road | Okemos, MI 48864

homtv.net

From:
Sent: Monday, October 01, 2018 7:10 AM
To: Brandie Yates <yates@meridian.mi.us>
Subject: Re: HOMTV General Election Coverage Invitation

Dear Ms. Yates:

Thank you for the opportunity. Does HOMTV broadcast in the city if Lansing?

On Thu, Sep 27, 2018, 9:49 AM Brandie Yates <yates@meridian.mi.us> wrote:

From: Deborah Guthrie
Sent: Wednesday, October 31, 2018 10:54 AM
To: Communications Commission
Subject: HOMTV Marketing Efforts

Dear Commissioners,

At our Communications Commission meetings, some Commissioners have expressed concern regarding the community knowing who HOMTV is and what HOMTV provides. Commissioners have asked staff to expand our efforts. In response, we created an intentional marketing plan to increase awareness of HOMTV including Featuring HOMTV in each Prime Meridian Magazine issue this year; something we had not done in prior issues. Additional efforts in 2018 include;

- HOMTV was one of several destinations for Be a Tourist in Your Own Town (2nd year in a row) in June.
- Hosted HOMTV Studio Open House in September.
- Began collecting and sharing testimonials on the HOMTV fan page to drive awareness and social engagement in September. As a Brand Ambassador for HOMTV, we ask you to like and share these testimonials found on our fan page:
<https://www.facebook.com/HOMTV/>
- Included HOMTV in a first time ever created Halloween Open House stamp card as one of five destinations during Meridian Township's Halloween Adventures in October. The public would get their card stamped at each location and submit for a prize.
- Mailing the HOMTV Program Guide to each household in Meridian Township (22,000) with an ad for General Election Night Ballot Meridian Coverage on HOMTV in November. The next mailer to residents will be a how to connect with and watch HOMTV card in January.
- Meeting in December to create a 2019 intentional marketing campaign to bolster HOMTV Program Sponsorship Opportunities, Alumni Giving Program, Studio Tours and resident training workshops.
- For the first time, the public will be invited to attend the Annual Golden Tape Awards and Intern Appreciation Night which is being held at Studio C! on January 24th. Your presence is requested for this important event so save the date!

We appreciate your support and kindly request your input and feedback throughout this process. Thank you, Deborah

Deborah Guthrie
Communications Director/PIO
guthrie@meridian.mi.us



The Michigan Chapter
National Association of Telecommunications Officers and Advisors

5151 Marsh Road • Okemos, MI 48864 • 517.853.4380 • FAX 517.853.4096 • www.mi-natoa.org



FOR IMMEDIATE RELEASE
July 16, 2018

Media Contact: Deborah Guthrie
Michigan Chapter NATOA President
guthrie@meridian.mi.us
517.853.4380

2018 NATOA Government Programming Finalists Announced
Michigan Programs Receive High Honors

Okemos, MI – The National Association of Telecommunications Officers and Advisors (NATOA) announced the finalists for the 2018 NATOA Government Programming Awards. Winners will be announced at the Annual Government Programming Awards Banquet on Thursday, August 30th at the Loews Philadelphia Hotel in Philadelphia, PA. Four (4) Michigan Public, Education and Government (PEG) stations are included in that list.

CATEGORY	TITLE	Municipality
8 – Sports Programming	“Chock & Bates: Dancing on Novi Ice”	Novi, MI
16 – Library	Honorable Mention “2017 Livonia Public Library Summer Reading Promo”	Livonia, MI
22 – Arts & Entertainment (Operating Budget \$200,000 – 400,000)	“Small Business Spotlight: End-Grain Woodworking”	Livonia, MI
36 - Documentary (Operating Budget \$200,000 – 400,000)	“The Art of: PHOTOGRAPHY”	St. Clair Shores, MI
47 – Government Access Station Web Site	Honorable Mention “homtv.net”	Okemos, MI

“I am honored to announce that four exemplary Public, Education and Government channels from Michigan are represented on this national list. Michigan NATOA is over 30 members strong and growing. Our leadership in community programming and legislative initiatives is proven through our dedication and service to the community,” said Michigan Chapter NATOA President, Deborah Guthrie.

###

Deborah Guthrie, Meridian Township • President, 517.853.4380
Mike DiFazio, Livonia Television • Vice President, 734.466.2543
Dave Albery, West Bloomfield • Treasurer, 248.682.6532
Elaine McLain, Birmingham Area Cable Board • Secretary, 248.336.9445
Tom Norton, South Kent Cable TV Commission • At-large, 616.261.5700



The Michigan Chapter
National Association of Telecommunications Officers and Advisors

5151 Marsh Road • Okemos, MI 48864 • 517.853.4380 • FAX 517.853.4096 • www.mi-natoa.org



FOR IMMEDIATE RELEASE
August 31, 2018

Media Contact: Deborah Guthrie
Michigan Chapter NATOA President
guthrie@meridian.mi.us
517.853.4380

2018 NATOA Government Programming Winners Announced
Michigan Programs Receive High Honors

Meridian Township, MI – The National Association of Telecommunications Officers and Advisors (NATOA) announced the 2018 NATOA Government Programming Award Winners on August 30th in Philadelphia, PA at the 33rd Annual Government Programming Awards Dinner. This year NATOA received more than 880 entries submitted by local governments across the country. Four (4) Michigan Public, Education and Government (PEG) stations were recognized for excellence in the following categories:

CATEGORY	TITLE	Award
16 – Library	“2017 Livonia Public Library Summer Reading Promo” <i>City of Livonia, MI</i>	Honorable Mention
22 – Arts & Entertainment <i>(Operating Budget \$200,000 – 400,000)</i>	“Small Business Spotlight: End-Grain Woodworking” <i>City of Livonia, MI</i>	First Place
36 - Documentary <i>(Operating Budget \$200,000 – 400,000)</i>	“The Art of: PHOTOGRAPHY” <i>City of St. Clair Shores, MI</i>	Honorable Mention
47 – Government Access Station Web Site	“homtv.net” <i>Meridian Township, MI</i>	Honorable Mention

“I am honored to announce that four exemplary Public, Education and Government channels from Michigan are represented on this national list. Michigan NATOA is over 30 members strong and growing. Our leadership in community programming and legislative initiatives is proven through our dedication and service to the community,” said Michigan Chapter NATOA President, Deborah Guthrie.

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Elaine McLain, Birmingham Area Cable Board • Secretary, 248.336.9445
Tom Norton, South Kent Cable TV Commission • At-large, 616.261.5700

From: Kiyak, Tunga

Sent: Thursday, November 01, 2018 9:28 AM

To: Communications Commission

Subject: RE: Sen Markey and 10 Senators Express Opposition to Cable In-Kind Order

It is important to continue to fight these efforts and to make sure that PEG channels and community programming is protected as long as possible. So, I'm happy to see Senator Peters taking an active role on this, and I appreciate Deborah's updates as we monitor the progress.

But, I do want to take this opportunity to emphasize that this is a fight against the tide, and we can only slow down an eventual end to PEG and franchise fees. If you look at video viewing trends, it is quite clear that the end of cable TV is much nearer than many of us may believe it is. I just read the results of a series of surveys on this. Here are some highlights:

- Netflix and Youtube makes up 70% of teens' vide viewing, cable TV is only 16%. The time kids spend watching cable TV has been cut in half since 2015 (in just 3 years)!
<https://www.businessinsider.com/teens-watch-more-than-twice-as-much-netflix-as-cable-tv-2018-10>
- The situation is better, but not by much for older viewers. For Millenials (ages 22-37), about 41% watch more on streaming services, 30% split their viewing between cable TV and streaming. Among Generation X (ages 38-53) 53% indicated they watch just as much or maybe even more streaming service than cable TV. Only Boomers (age 54-72) continue to predominantly rely on Cable TV.
<https://morningconsult.com/2018/10/30/cable-needs-to-dial-up-flexibility-dial-down-cost-to-bring-back-cord-cutters/>
- In its third-quarter earnings statement, Comcast reported a net loss of 106,000 cable subscribers. While Comcast still has 22 million video service customers, that's the sixth straight quarter of customer loss for its TV service. That pattern is the same for other cable companies as well. So this decline will continue, and possibly at an accelerating pace. The main reason most people continue to stay on cable has been live sports, and several streaming services are now beginning to bundle those stations in their offerings. And with Disney gearing up for its own streaming service, which may include plans for expanded ESPN streaming as well, things can only get worse.

Given the situation, it's clear that cable companies are losing customers fast to online streaming services. So to remain competitive, they will have to either also switch to streaming alternatives (which is why Comcast is beta-testing Roku and its Xfinity streaming service) and meanwhile try to cut costs on their cable packages. Both cable and streaming services have to negotiate royalty fees with content providers and they all have to pay for some time of access to infrastructure (whether it is physical lines or bandwidth). **Therefore, the only cost item that Cable companies currently pay that streaming services don't have to are PEG and Franchise Fees.** That means, to remain competitive, cable companies will need to figure out a way to eliminate those. What we are seeing now are the beginnings of that effort, and those efforts will only intensify.

Which brings me to my point: The channels below have to fast figure out how to survive when PEG and Franchise Fees go away, and they no longer get an audience through Cable TV. That essentially means having to figure out effective streaming strategies with additional revenue sources. Possibly, they will have to look for either online subscription options, advertising, or millage funding to continue producing shows. Or they will have to lobby the federal government for new programs to support local programming (to replace PEG and franchise fees).

My best estimate is that, even if this current FCC move is averted, we are looking at maybe 5 years before funding levels decline such that current operations of these channels can no longer be supported with the existing funding. Given how fast local governments move on initiatives, [serious planning for this has to start now.](#)

Tunga

From: Leslie Charles <leschas42@gmail.com>

Sent: Wednesday, October 31, 2018 8:07

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

Cc: Andrew Lathrop <andrewjlathrop@gmail.com>; Eric Langdon <ealangdon@yahoo.com>; Kathy Ann Sundland <sundland@meridian.mi.us>; Kevin Thatcher <kevin@thatchcc.com>; Patrick Crowley <pcrowley@ccrslegal.com>; Kiyak, Tunga <kiyaktun@broad.msu.edu>; Benenson, Walter <benenson@msu.edu>

Subject: Re: FW: Sen Markey and 10 Senators Express Opposition to Cable In-Kind Order

Thank you for this update, Deborah. It's reinforcing to see the growing support against this sneaky FCC move as communities learn about the repercussions. Thank you also for your ongoing efforts in spreading the word and joining forces to stop a really bad piece of legislation.

Leslie

On Tue, Oct 30, 2018 at 2:54 PM Deborah Guthrie <Guthrie@meridian.mi.us> wrote:

Dear Commissioners,

Michigan Senator Gary Peters, along with 10 other Senators led by Senator Markey; sent a letter to the FCC Chairman today urging the FCC ensure that any final decision **not threaten** the sustainability of PEG stations.

On September 25th, without a public hearing, the FCC quietly issued its Further Notice of Proposed Rulemaking, which relates to cable franchising, which proposes new rules that would allow cable operators to deduct from their franchise fee payments almost any cable-related franchise requirement, including PEG channel capacity and limit local authority over cable operators' non-cable services such as wireless. If the FCC does not heed the urging of our Senators; This proposed rule will likely be final in early 2019. We would likely see its fee reduction effects by June 2019.

In Meridian Township there are 8 PEG channels this effects:

HOMTV – Meridian Township Government Access Channel
Vision 22 – Haslett Public Schools Channel
Okemos Channel – Okemos Public Schools Channel
East Lansing Channel
MSU Arts – WKAR
MSU Create – WKAR
MSU World – WKAR
CAMTV – Public Access Channel

Please read BB&K's Press Release below and linked letter. Deborah

Deborah Guthrie

Communications Director/PIO

guthrie@meridian.mi.us

W 517.853.4380 | C 517.214.1530

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

From: Members [<mailto:members-bounces@lists.natoa.org>] **On Behalf Of** Gerard Lederer

Sent: Tuesday, October 30, 2018 11:37 AM

To: members@lists.natoa.org

Subject: [Members] Sen Markey and 10 Senators Express Opposition to Cable In-Kind Order

FOR IMMEDIATE RELEASE

Giselle Barry (Markey) 202-224-2742

Senator Markey Leads Call for FCC to Protect Local Television Channels

Washington (October 30, 2018) – Senator Edward J. Markey (D-Mass.), a member of the Commerce, Science and Transportation Committee, this week led ten of his colleagues in expressing concerns about the Federal Communication Commission (FCC) proposal to alter the terms of governing agreements between Local Franchising Authorities (LFA) and cable operators. Currently, towns and cities across the country are permitted to require as part of cable franchise agreements that cable operators meet demonstrated community needs by setting aside channels for public, educational, or governmental (PEG) stations. However, the Commission’s proposal would permit cable companies to assign a value to these channels, and then subtract that amount, and the value they place on any other in-kind contributions, from the franchise fees the cable operator pays the local community.

“Our constituents watch PEG channels to monitor local government proceedings, hear the latest news from nearby college campuses, and consume other locally produced programming including emergency alerts and directives,” write the Senators in their letter to FCC Chairman Ajit Pai. **“We fear this proposal will result in a dire drop in resources for PEG channels throughout the nation.”**

A copy of the letter can be found [HERE](#).

There are more than 1,500 public, educational, and governmental studios/operations and an estimated 3,000 PEG channels in America. Religious programming represents 30 percent of local access programming. Tens of thousands of hours of programming is produced by veterans, seniors, the disabled and ethnic, minority and second language groups.

Other Senators signing the letter include Senators Tammy Baldwin (D-Wisc.), Maggie Hassan (D-NH), Ben Cardin (D-Md.), Jeff Merkley (D-Ore.), Bernie Sanders (I-Vt.), Gary Peters (D-Mich.), Ron Wyden (D-Ore.), Pat Leahy (D-Vt.), Richard Blumenthal (D-Conn.), and Elizabeth Warren (D-Mass).

###

[Gerard Lavery Lederer](#)

Partner

gerard.lederer@bbklaw.com

T: (202) 370-5304 C: (202) 664-4621

2000 Pennsylvania NW, Suite 5300, Washington, DC 20006

www.BBKlaw.com

This email and any files or attachments transmitted with it may contain privileged or otherwise confidential information. If you are not the intended recipient, or believe that you

From:**Sent:** Wednesday, October 24, 2018 8:45 AM**To:** Deborah Guthrie <Guthrie@meridian.mi.us>**Subject:** Silver Bells crew needed by FOX 47

Hello Deborah,

FOX 47 is seeking an experienced camera person for Silver Bells again this year. I contacted Rita Cripe and was fortunate that she was available (and willing to freeze for 2 days) but I need a second person who has done a fair amount of multi-camera productions for events and the like. Do you have an intern that you could recommend for it?

It would be November 15th and 16th, Thursday rehearsal 3p-8p, Friday event 3:30pm-9pm. We are flexible somewhat by a ½ hour on start and end times each day.

It pays \$15 an hour for the time that they are there and it is at Lansing City Hall. Parking costs will be paid and dinner provided each evening.

Can you help with this?

Thank you!

Michelle Webb | National Sales Assistant
FOX 47 News WSYM TV



p: (517) 702-3128

f: (517) 702-1745 **w:** www.fox47news.com

e: michelle.webb@fox47news.com

a: 600 W. St. Joseph St. Lansing, MI 48933

For credit card payments: <https://pay.scripps.com>



The Michigan Chapter
National Association of Telecommunications Officers and Advisors

5151 Marsh Road • Okemos, MI 48864 • 517.853.4380 • FAX 517.853.4096 • www.mi-natoa.org



FOR IMMEDIATE RELEASE
September 26, 2018

Media Contact: Deborah Guthrie
Michigan Chapter NATOA, President
guthrie@meridian.mi.us
517.853.4380

Local Programming Could Disappear by Action at the FCC and State Level
Proposals Put Severe Limits on Local Programming and Authority

Okemos, MI – The Michigan Chapter of the National Association of Telecommunications Officers and Advisors (MI-NATOA) strongly opposes the most recent FCC rule making proceeding on cable franchising which negatively impacts government transparency, local authority and longstanding local revenue in exchange for use of taxpayer supported Rights of Way (ROW).

The proposed new cable rule, notice of which the FCC approved in darkness after cancelling a public hearing on the subject Tuesday, September 25, 2018, diminishes local community oversight of our ROW and other public property.

This is alarming!

If the FCC issues the proposed order, the intended result will be to dramatically reduce local revenues relied upon by our home towns for the last 3-4 decades and end local programming. This could occur by encouraging cable/video service providers to claim the value of their channel as a credit against franchise fees, which could exceed the franchise fees currently paid, meaning the end of either franchise fees or PEG channels.

Franchise and PEG fees for Michigan communities currently stand at approximately **\$100 million dollars annually**. These fees are now at substantial risk.

PEG Channels like HOMTV in Meridian Township provide local news in their community and are the only source for gavel-to-gavel coverage of official Township government meetings, in-depth local election coverage on candidates running for office, press conferences on important issues, emergency communications, community news and information. These fees which support local programming and government transparency could disappear.

If such an order is issued and the FCC does not stay this order during an appeal, shortly after it's entered by the FCC, Cable Companies will decide what local benefits are now to be credited against franchise fees and deduct it from the percentage of gross revenues owed.

“We are very concerned about the action that was taken today. Channels like HOMTV across the state provide valuable local programming that is not available to residents through traditional news sources. When Meridian Township had a flooding this year and a press conference on the Larry Nassar scandal, it was the government access channel, HOMTV, that provided extensive coverage to

<MORE>



residents. Without these fees, channels like HOMTV and the information that goes with it, goes dark,” stated Meridian Township Communications Director Deborah Guthrie.

All this stems from the gradual erosion of basic local community constitutional franchise rights for commercial use of the taxpayer supported ROW, such as what SB 637 proposes for the wireless industry in Michigan.

Cable Companies have now convinced the FCC that they need the same cheap or free ROW access as the telecom industry has for wire lines (Metro Act) and are currently engaged in giving to wireless under SB 637.

Michigan NATOA is asking member communities and residents to contact their local and state representatives to **VOTE NO** on SB 637 and tell them you want to keep **YOUR** local channel and **YOUR** public ROW fees that support government transparency.

###

Deborah Guthrie, Meridian Township • President, 517.853.4380
Mike DiFazio, Livonia Television • Vice President, 734.466.2543
Dave Albery, West Bloomfield • Treasurer, 248.682.6532
Elaine McLain, Birmingham Area Cable Board • Secretary, 248.336.9445
Tom Norton, South Kent Cable TV Commission • At-large, 616.261.5700



Communications
Commission

Compliments/ Complaints

From:
To: [Andrea Smiley](#)
Cc: [communications](#)
Subject: Re: Down Tree
Date: Thursday, October 4, 2018 9:31:57 AM

You guys are awesome, thank you!

On Thu, Oct 4, 2018 at 9:18 AM Andrea Smiley <smiley@meridian.mi.us> wrote:

Good Morning Mr. ,

Thank you for reaching out to the Communications Department. I spoke with our Assistant Township Manager this morning and he is working with the Parks department to take care of this fallen tree. Thank you and have a great weekend,



Andrea Smiley
Communications Admin. Asst.
smiley@meridian.mi.us
W 517.853.4384 |
5151 Marsh Road | Okemos, MI 48864
meridian.mi.us

From:
Sent: Wednesday, October 3, 2018 8:25 PM
To: communications <communications@meridian.mi.us>
Subject: Down Tree

Hello,

I live in Haslett next to Lake Lansing. An Oak tree that is on Meridian preserved wetland fell into my yard. Is there someone I can contact who could assist me in having the township clear it up/cut/remove?

Kind Regards,

From: [REDACTED]
Sent: Friday, October 12, 2018 11:00 PM
To: HOMTV
Subject: Re: Watch HOMTV's 2018 Live Call-In General Election Debate Coverage

Great to see that you're moving forward with debates, aka "airtime", despite getting turned down by major party candidates. When the Big Fish decline to participate, they think they can turn off the process ... but not so at HOM-TV!!

On Thu, Oct 11, 2018 at 4:54 PM HOMTV <homtv@meridian.mi.us> wrote:



Your Source For Community News
October 11, 2018



[2018 General Election Debates Begin](#)

Watch LIVE call-in debates with candidates vying for your vote in the November General Election. Find out where candidates stand on the issues that matter most to you.

[Debate Schedule for 2018 Contested Races](#)

Viewers will have the opportunity to ask questions during the live debates by calling 517.349.1232 or on social media using [#BallotMeridian](#).

From: Deborah Guthrie

Sent: Wednesday, October 31, 2018 1:58 PM

To: Frank Walsh <walsh@meridian.mi.us>; Ken Plaga <plaga@meridian.mi.us>; Derek Perry <perry@meridian.mi.us>

Cc:

Subject: Facebook Comment CSC Efforts

Passing this word along from Facebook regarding Township CSC efforts

Really appreciated the story I just watched on WDIV in Detroit, focusing on the tremendous efforts the Township's Police Dept is making to prevent sexual abuse in the wake of the Nassar case. I'm hoping [John Pompeo](#) played a part in that reporting, and I loved seeing the HOM-TV clip, and your cameras placed about the good ol' Township meeting room.

Thank you! Yessir!! They have started a program to make certain things are different going forward. I went back to where it all started for so many of us and was able to shoot again in the Township Hall Meeting room. Definitely felt like I went back in time.

I sensed a familiar guiding hand in the placement of cameras as background elements in those shots. So many good memories in that room, I felt connected to the story, however much indirectly - thanks [John](#)!

Proud to see the efforts Meridian Township PD is putting forth to right past wrongs - [Deborah](#) please pass on my appreciation.

Deborah Guthrie I will pass this along. Thank you so much and thanks for both of you being awesome!

From: [Brandie Yates](#)
To: [Deborah Guthrie](#); [Andrea Smiley](#)
Subject: FW: MSU NABJ Workshop Feedback Form
Date: Wednesday, October 3, 2018 8:33:36 AM

Three HOMTV Alumni members are on the MSU Chapter of the NABJ Executive Board

From: MSU Chapter of NABJ [mailto:msuabj@gmail.com]
Sent: Tuesday, October 02, 2018 7:27 PM
To:
Subject: MSU NABJ Workshop Feedback Form

Thank you so much for coming to MSU NABJ's critique workshop yesterday. We had a really great turn out and our executive board as well as our members really appreciated that you took the time to come out and help us improve as young journalists.

With Love,





Communications
Commission

Video Service Provider



November 12, 2018

Ms. Deborah Guthrie, Communications Director
Meridian Township
5151 Marsh Road
Okemos, MI 48864

RE: Important Information—Price Changes

Dear Ms. Guthrie:

All of us at Comcast are committed to delivering the entertainment and services our customers in Meridian rely on today, and the new experiences they will love in the future. As we continue to invest in our network, products and services, the cost of doing business rises. One of our largest costs, and one that continues to increase, is the fees we pay to programmers so that we can continue to offer the best in entertainment, news and sports. As a result, starting January 1, 2019, prices for certain services and fees will be increasing, including the Broadcast TV Fee and Regional Sports Fee. Please see the enclosed price list for more information.

Also, effective on January 1, 2019, Fuse will no longer be available on the channel line-up.

While some prices may increase, we continue to invest in technology to drive innovation. We are working hard to bring our customers great value every day and exciting new developments in the near future, including:

- Talk to the X1 Voice Remote to navigate content
- We offer the first talking TV guide for those with visual disabilities
- Netflix, YouTube, Pandora, and Sling TV and more apps are available on X1
- We continue to make customer interactions simpler with more all-digital tools as an alternative to visiting a store or calling.
- Speed upgrades allowing us to offer the fastest Internet speeds to the most homes in the country
- Control of home WiFi from anywhere, on any device, with xFi
- 19 million Xfinity WiFi hotspots available nationwide

We know you may have questions about these changes. If I can be of any further assistance, please contact me at 517-334-5686.

Sincerely,

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

Enclosure

Important Information Regarding Your Xfinity Services and Pricing

East Lansing

Effective January 1, 2019

Double Play Packages	Current	New
Internet Plus	\$79.95	\$82.95
Internet Plus Instant TV	\$79.95	\$82.95
Blast Plus	\$99.95	\$102.95
Xfinity Latino Double Play Packages	Current	New
Internet Plus Latino Double Play	\$79.95	\$82.95
Xfinity TV	Current	New
Broadcast TV Fee	\$7.75	\$9.50
Regional Sports Fee	\$6.75	\$8.25
Service to Additional TV with TV Adapter	\$5.99	\$6.99
Xfinity TV Equipment	Current	New
CableCARD	\$1.50	\$0.00
Installation	Current	New
Professional Installation	\$60.00	\$70.00
In-Home Service Visit	\$60.00	\$70.00
Reactivation	Current	New
Reactivation - Home	N/A	\$6.00
Xfinity Instant TV Additional Services	Current	New
Deportes	\$7.00	\$5.00
Xfinity Internet/Voice	Current	New
Internet/Voice Equipment Rental	\$11.00	\$13.00

November 15, 2018



516 1 T1 P1 *****AUTO**MIXED AADC 300
Hom TV Meridian Township
5151 Marsh Rd
Okemos, MI 48864-1104

Account Number: 8529010010000747

Effective January 1, 2019

We hope your Comcast Business services are working hard for your business.

As a Comcast employee, I am proud of the improvements we continue to make to bring you the best in technology and communications.

There are many options out there, and I appreciate you choosing us as your service provider. As we continue to invest in our network, products, and services, the cost of doing business rises. As a result, certain services and fees will be changing.

Though we absorb many of these costs, some must still be passed through to customers. As a result, please be aware of the following change starting January 1, 2019:

- Equipment fee for modems used with Business Internet services will increase from \$14.95 to \$16.95

I understand that price changes are never welcome. While some fees may be going up, I hope you see your services improving as well. We are providing this information in advance so you can plan accordingly. If you would like to learn more about these changes, please visit business.comcast.com/pricechanges or call us at **800-391-3000**.

I know you have choices when it comes to service providers, and I appreciate that you chose us. From our products to our people, we're committed to delivering experiences you'll love.

Thank you for being a Comcast Business customer.

Sincerely,

Jeff Buzzelli
Senior Vice President
Comcast Business



November 16, 2018

Ms. Deborah Guthrie, Communications Director
Meridian Township
5151 Marsh Road
Okemos, MI 48864

Re: Xfinity TV Channel Updates

Dear Ms. Guthrie:

We are committed to keeping you and our customers informed with Xfinity TV changes and enhancements. Below we share details regarding new programming that we are launching, the likely drop of Fuse from our line-up, and a general reminder about expiring programming contracts.

New Xfinity TV Channels (available in some markets)

Starting in December, we are launching i24NEWS for our Digital Preferred customers with our X1 set-top boxes. i24NEWS is an Israeli international 24-hour news and current affairs television channel, which broadcasts in French, English, and Arabic.

We are also going to launch Newsmax TV starting in mid-December, which will be available on both our Digital Starter and Instant TV Sports & News genre pack. Newsmax TV is an American-based news and opinion network, currently reaching over 50 million homes.

Loss of Fuse Anticipated Effective January 1, 2019

We also wanted to remind you that Comcast's programming agreement with Fuse expires on December 31, 2018, and we will no longer be able to distribute Fuse's programming starting on January 1, 2019. We are communicating this likely change to our customers through a bill message.

General Reminder About Programming Contract Expirations

We regularly inform our customers in their bills and annual notices that we maintain an updated website (<https://my.xfinity.com/contractrenewals/>) and toll free number ((866) 216-8634)) to reflect the programming contracts that are set to expire in the coming months and the channels we might lose the rights to continue carrying.

We are excited about the additions to our robust entertainment offerings and for the opportunity to continue enhancing our Xfinity TV product. Please feel free to contact me at 517-334-5686 if you have any questions or issues.

Sincerely,

John P. Gardner
Director, External Affairs



Communications
Commission

Programming



To: Communications Commission
From: Brandie Yates, HOMTV Executive Producer/Internship Coordinator
Date: November 28, 2018
Re: Ballot Meridian 2018 General Election Coverage

HOMTV continued its tradition of excellence with award-winning election programming. Ballot Meridian 2018 is a series of programs designed to help educate the public on candidates running for office and ballot proposals. HOMTV provided election coverage leading up to the General Election featuring the following:

- 24 Candidate Interviews
- 6 LIVE Call-In Debates (including one for State Proposal 1)
- 4 Candidate Statement Programs
- 3 Proposal Interview Programs (Ingham County 911 Surcharge, Ingham County Farmland & Open Space, State Proposal 2)
- 2 Clerk Interview Programs (Election Machine Errors and Important Election Information)

The cornerstone of HOMTV's Ballot Meridian 2018 General Election Series was LIVE Election Night coverage on Tuesday, November 6th. HOMTV provided viewers with detailed analysis of races and ballot proposals. Long time radio hosts Mark Bashore and Ryan Schuling joined the HOMTV Election Coverage on-air team. Twenty-three (23) HOMTV Interns covered stories, conducted interviews and playing a large role in producing the following coverage:

- 5 hour live coverage on HOMTV Comcast Channel 21, CAMTV Comcast Channel 30, HOMTV.net and HOMTV Facebook Live
- 5 live candidate phone interviews (Keith Butkovich (NL) Candidate for Governor, Lisa Lane Gioia (LB) Candidate for Attorney General, Scotty Boman (LB) Candidate for State Board of Education & Brianna T. Scott (D) Candidate for MSU Board of Trustees)
- 2 live studio interviews (Mark Polsdofer (D) Candidate for 12th District Ingham County Commissioner & Brett Dreyfus, Township Clerk, Meridian Township)
- 3 live interviews on location (Ayanna Neal, 54A District Court Judge Candidate, Julie Brixie (D) 69th District State Representative, Representative from Voters Not Politicians for State Proposal 2).
- 2 live victory speeches (MotorCity Casino = Gretchen Whitmer (D) Candidate for Governor and Deer Lake Athletic Club = Elissa Slotkin (D) Candidate for 8th District Congressional)
- 1 live press conference (Lansing Center = Healthy and Productive Michigan – opposing State Proposal 1)
- Multiple reporter live shots from Lansing Center, MotorCity Casino and Deer Lake Athletic Club.
- Facebook Live Stats: First 4 hours of coverage = 931 people reached, 175 engagements, 466 views, 8 shares, 14 comments. Last 45 minutes of coverage = 307 people reached, 45 engagements, 166 views, 1 share.
- Swagit Stats: Live stream = 13 page views.



Communications
Commission

Publications/ Promotions

PRIME MERIDIAN

magazine

DECEMBER 2018 - APRIL 2019



GET ACTIVE

Polar Bear 5K Run/Walk
Winter Wonderland
Youth & Adult Activities



CONNECT WITH NATURE

HNC Nature Programs
Township Park Projects
Lake Lansing Parks



BE IN THE KNOW

New Solar Array
PFAS NON-Detect in Meridian
Township Receives Top Honors



A PRIME COMMUNITY

meridian.mi.us

Sign Up
NOW

bit.ly/mtpronline



Register for Activities and Youth Sports

Dear Residents,

It has been an honor and a privilege to serve the residents of our community these past 20 years. My husband and I raised our children here and are proud of the young adults they have become after being shaped by our world-class schools.

You placed your trust in me and in turn I worked hard and did my very best to protect your interests. From 1998 when I began serving on our Zoning Board of Appeals to address unplanned growth to the profound challenges we faced when I was sworn in as Treasurer in 2008 during the Great Recession, I have carefully examined every issue and sought to make the best decisions for our community.

I have immensely enjoyed helping to implement our Land Preservation Program, the first of its kind in Michigan, which has now placed over 953 acres into the public trust for permanent preservation. Ensuring Cornell Road remained one of only two Natural Beauty Roads in Ingham County was also one of the more rewarding efforts I undertook.

The most gratifying aspect of my service was helping our residents. From the simple act of publishing our Board packets and minutes on the Township's website to implementing electronic payments for our property taxes and water bills, I have looked for ways to make our government serve you better. Most importantly, I have always worked tirelessly to help our residents keep their homes and avoid foreclosure.

I'm also proud to leave Meridian in the strongest financial position of any community in Michigan as we have put a plan in place to fully fund our retirement systems within 10 years. This plan ensures that we're able to make good on our promise of a secure retirement to the employees who devote their careers serving our community and making it such a wonderful place to call home.

Our community is rich in culture and diversity, and is one of the most highly educated in our state. I am honored to have had the opportunity to serve you the past two decades and humbled that our community chose me to serve as our next State Representative. I look forward to bringing this same passion and energy to building a brighter future for our state.

Sincerely,

Julie Brixie, Township Treasurer



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SUNDAY
DECEMBER 09
2 PM - 4 PM

HAVE YOUR PICTURE TAKEN WITH SANTA
WATCH THE ANNUAL TREE LIGHTING

VISIT THE HISTORIC BUILDINGS
TAKE PART IN CAROLING

**SATURDAY
JANUARY 26**
10 AM – 3 PM



HARRIS NATURE CENTER

Embrace winter at Harris Nature Center's Winter Wonderland event on Saturday, January 26 from 10 am – 3 pm! Recreational dog sledders will be on hand to demonstrate dog sledding and introduce their dogs, while you warm up by the campfire. Children will have fun playing games in the Kid's Outdoor Activity Area. This year you can take silly photos using our seasonal "Face in the Hole" photo props.

Don't forget to stop in the building to meet children's book author Ron St. Germain and look for something special at the HNC Foundation Silent Auction. Get active on the trails with a winter hike or try out snowshoeing and cross-country skiing. Bring your own equipment or use the Nature Center's cross country skis and snowshoes available for free.



The Winter Wonderland family-friendly event will continue with or without snow since many of the activities including the dog sledding demo can take place in any weather. Free

517.349.3866 | facebook.com/HarrisNatureCenter





Harris Nature Center Ski & Snowshoe Rentals

BY THE HOUR

\$5 / hour weekdays
\$7 / hour weekends

BY THE DAY

\$15 / day weekdays
\$20 / day weekends

Trail Classes

CROSS COUNTRY SKI
SATURDAY AT 9:30 AM - 11 AM
JANUARY 12
FEBRUARY 2

SNOWSHOE
SATURDAY AT 1 PM - 3 PM
JANUARY 12
FEBRUARY 2

PRICE: \$15 / PERSON
\$20 / PERSON WITH RENTAL

Equipment Rental Hours

MONDAY - SATURDAY
9 AM - 4 PM

SUNDAY
12 PM - 3 PM

During the Winter Wonderland event on January 26, skis and snowshoes will be available FREE.

3998 VanAtta Road
Okemos, MI
517.349.3866

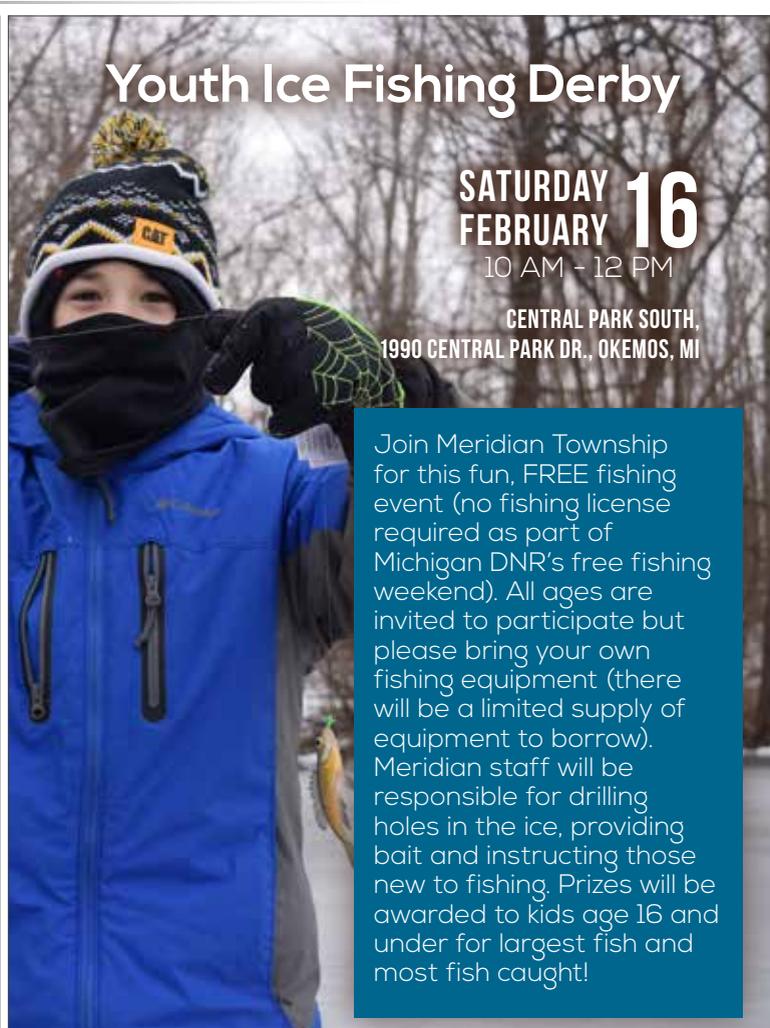


SUNDAY
JANUARY 27
9 AM Start Time

MERIDIAN MUNICIPAL COMPLEX
5151 MARSH ROAD, OKEMOS, MI

Walk or run from the Township Municipal Complex through Central Park on our certified 5K course. Awards will be presented in numerous age divisions between 8 - 75 years of age.

\$20 pre-registration or \$25 on race day
Register Online!



Youth Ice Fishing Derby

SATURDAY
FEBRUARY 16
10 AM - 12 PM

CENTRAL PARK SOUTH,
1990 CENTRAL PARK DR., OKEMOS, MI

Join Meridian Township for this fun, FREE fishing event (no fishing license required as part of Michigan DNR's free fishing weekend). All ages are invited to participate but please bring your own fishing equipment (there will be a limited supply of equipment to borrow). Meridian staff will be responsible for drilling holes in the ice, providing bait and instructing those new to fishing. Prizes will be awarded to kids age 16 and under for largest fish and most fish caught!

PRIME EVENTS

Get Active

Cut this page out or tear along the dotted line and hang on your refrigerator to save these Prime Events and Activities all year long.

SAVE THE DATES



SUNDAY 09 DEC **CHRISTMAS IN THE VILLAGE**
MERIDIAN HISTORICAL VILLAGE
2 PM - 4 PM **FREE**

Join Santa and the Friends of Historic Meridian for an old-fashioned Christmas in the Village! Historic buildings will be open and decorated for the holidays.



SUNDAY 10 FEB **CHINESE NEW YEAR**
MERIDIAN MALL
1 PM - 4 PM

Celebrate the Year of the Pig during the Greater Lansing Chinese Association's Chinese New Year Celebration. Enjoy dancing, traditional Chinese parade, games and more.



SATURDAY 29 JUN **CELEBRATE MERIDIAN FESTIVAL AND FOOD TRUCK RALLY**
MERIDIAN MUNICIPAL COMPLEX
10 AM - 10 PM

Celebrate Independence "Meridian Style" at our annual Celebrate Meridian Festival and Food Truck Rally event. Enjoy a day filled with amazing gourmet foods, live music, beer and wine tent, children's fun zone, pet adoption, car show cruise and of course FIREWORKS!



SATURDAY 26 JAN **WINTER WONDERLAND**
HARRIS NATURE CENTER
10 AM - 3 PM **FREE**

Enjoy a winter hike, try out snowshoeing and cross-country skiing, recreational dog sleds, campfire, fun kid's games in the Kid's Outdoor Activity Area and more.



SATURDAY 16 FEB **YOUTH ICE FISHING DERBY**
CENTRAL PARK POND
10 AM - 12 PM

Join Meridian Township for this fun, FREE fishing event (no fishing license required as part of Michigan DNR's free fishing weekend). All ages are invited to participate.



SUNDAY 27 JAN **POLAR BEAR 5K RUN/WALK**
MERIDIAN MUNICIPAL COMPLEX
9 AM START TIME

Walk or run through snowy Central Park on our certified 5K course. Awards will be presented in numerous age divisions from 8 - 75 years of age. Register Online!



SATURDAY 27 APR **SPRING RECYCLING EVENT**
CHIPPEWA MIDDLE SCHOOL
9 AM - 2 PM

Meridian Township is hosting a Spring Recycling Event and wants you there with your recyclables! The parking lot will hum with volunteers helping visitors unload their goods at collection stations. Admission is free and open to all! Some modest fees will apply for paint, TVs/monitors and items with Freon (air conditioners, refrigerators, dehumidifiers).

Volunteers Needed for Spring Recycling Event
This event is not possible without the tremendous amount of support and time from our co-sponsors and volunteers. To become a sponsor or to volunteer, contact LeRoy Harvey, Recycling Coordinator at 517.853.4466



PRIME ACTIVITIES



Get Active

01 SATURDAY DEC	WINTER FARMERS' MARKET OPENING DAY MERIDIAN MALL 10 AM - 2 PM	02 SATURDAY FEB	MERIDIAN MOONLIGHT SLEDDING NORTH MERIDIAN ROAD PARK 6 PM - 9 PM
09 SUNDAY DEC	CHRISTMAS IN THE VILLAGE MERIDIAN HISTORICAL VILLAGE 2 PM - 4 PM	03 SUNDAY FEB	MERIDIAN SKATES SUBURBAN ICE, EAST LANSING 5 PM - 6:20 PM
21 FRIDAY DEC	HOWL AT THE MOON HARRIS NATURE CENTER 7 PM	09 SATURDAY FEB	MOONLIGHT SKI AND SHOE HARRIS NATURE CENTER 6 PM
05 SATURDAY JAN	MERIDIAN SWIMS MERIDIAN ATHLETIC CLUB 6 PM - 8:30 PM	10 SUNDAY FEB	CHINESE NEW YEAR CELEBRATION MERIDIAN MALL 1 PM - 3 PM
12 SATURDAY JAN	CROSS COUNTRY SKI CLASS HARRIS NATURE CENTER 9:30 AM	10 SUNDAY FEB	EXPLORE NATURE ON SNOWSHOES HARRIS NATURE CENTER 2 PM
12 SATURDAY JAN	SNOWSHOE CLASS HARRIS NATURE CENTER 1 PM	13 WEDNESDAY FEB	13TH ANNUAL POLICE YOUTH CITIZEN'S ACADEMY BEGINS 6:30 PM - 9:30 PM
18 FRIDAY JAN	HOWL AT THE MOON HARRIS NATURE CENTER 7 PM	15 FRIDAY FEB	HOWL AT THE MOON HARRIS NATURE CENTER 7 PM
19 SATURDAY JAN	MOONLIGHT SKI AND SHOE HARRIS NATURE CENTER 6 PM	16 SATURDAY FEB	YOUTH ICE FISHING DERBY CENTRAL PARK POND 10 AM - 12 PM
25 FRIDAY JAN	MERIDIAN SKATES SUBURBAN ICE, EAST LANSING 8:30 PM - 9:50 PM	23 SATURDAY FEB	MOONLIGHT SKI AND SHOE HARRIS NATURE CENTER 6 PM
26 SATURDAY JAN	WINTER WONDERLAND HARRIS NATURE CENTER 10 AM	02 SATURDAY MAR	OWL PROWL CAMPFIRE HARRIS NATURE CENTER 7 PM
27 SUNDAY JAN	POLAR BEAR 5K RUN/WALK MERIDIAN MUNICIPAL COMPLEX 9 AM	09 SATURDAY MAR	PANCAKE BREAKFAST 2142 COMMUNITY CHURCH 8 AM - 11 AM
28 MONDAY JAN	ACTIVE SHOOTER PREPAREDNESS MERIDIAN SENIOR CENTER 2 PM	17 SATURDAY MAR	FAMILY SPECIAL: LUCKY SHAMROCKS HARRIS NATURE CENTER 2 PM
02 SATURDAY FEB	CROSS COUNTRY SKI CLASS HARRIS NATURE CENTER 9:30 AM	22 FRIDAY MAR	HOWL AT THE MOON HARRIS NATURE CENTER 7 PM
02 SATURDAY FEB	SNOWSHOE CLASS HARRIS NATURE CENTER 1 PM	26 TUESDAY MAR	GARDENING WITH NATIVE PLANTS HARRIS NATURE CENTER 7 PM

Dates and times are subject to change

Details available at meridian.mi.us





For Information & To Sign Up
NOW
bit.ly/mtpronline 

YOUTH SPORTS

Meridian Township offers a variety of youth sports programs for ages 3 - 15. Each program encourages development of skills and self-esteem through physical activity and teamwork while creating friendships in a fun and safe atmosphere.

HASLETT BOYS & GIRLS BASKETBALL
KINDERGARTEN & 1ST GRADE SEASON: JAN 12 - FEB 9
 \$55/PLAYER (\$75 AFTER 12/7) CHECK ONLINE FOR AVAILABILITY
2ND & 3RD GRADE SEASON: JAN 7 - MAR 9
 \$55/PLAYER (\$75 AFTER 12/7) CHECK ONLINE FOR AVAILABILITY

HASLETT T-BALL LEAGUE
KINDERGARTEN SEASON: APRIL 10 - MAY 22
 \$45 (\$65 AFTER 3/15) REGISTRATION DEADLINE: MAR 15

OKEMOS/HASLETT BASEBALL/SOFTBALL
1ST & 2ND GRADE SEASON: MAY 7 - JULY 2
 \$60 (\$80 AFTER 4/12) REGISTRATION DEADLINE: APR 12
3RD & 4TH GRADE SEASON: MAY 6 - JULY 1
 \$70 (\$90 AFTER 4/12) REGISTRATION DEADLINE: APR 12
U12 BASEBALL 12 OR UNDER SEASON: APRIL 8 - JULY 5
 \$130 (\$150 AFTER 2/26) REGISTRATION DEADLINE: FEB 26
U14 BASEBALL 14 OR UNDER SEASON: APRIL 8 - JULY 5
 \$140 (\$160 AFTER 2/26) REGISTRATION DEADLINE: FEB 26
SOFTBALL 1ST & 2ND GRADE SEASON: MAY 6 - JULY 1
 \$60 (\$80 AFTER 4/12) REGISTRATION DEADLINE: APR 12
U10 SOFTBALL 10 OR UNDER SEASON: MAY 7 - JULY 5
 \$70 (\$90 AFTER 4/12) REGISTRATION DEADLINE: APR 12
U12 SOFTBALL, OKEMOS ONLY 12 OR UNDER SEASON: APRIL 30 - MID JULY
 \$130 (\$150 AFTER 4/12) REGISTRATION DEADLINE: APR 12
U14 SOFTBALL, OKEMOS ONLY 14 OR UNDER SEASON: APRIL 30 - MID JULY
 \$140 (\$160 AFTER 4/12) REGISTRATION DEADLINE: APR 12

HASLETT/OKEMOS SOCCER
KINDERGARTEN SEASON: APRIL 8 - MAY 18
 \$50 (\$70 AFTER 2/15) REGISTRATION DEADLINE: FEB 15
1ST GRADE SEASON: APRIL 8 - MAY 18
 \$50 (\$70 AFTER 2/15) REGISTRATION DEADLINE: FEB 15
2ND - 8TH GRADE SEASON: APRIL 8 - MAY 18
 \$60 (\$80 AFTER 2/15) REGISTRATION DEADLINE: FEB 15

SPORTIES FOR SHORTIES WINTER CLASSES
TUESDAYS: FEBRUARY 5 - 26 11 AM - 12 PM
THURSDAYS: MARCH 7- 28 10:30 AM - 11:30 AM
 \$40/SESSION - MAC MEMBER
 \$60/SESSION - NON - MAC MEMBER
 LOCATION: MICHIGAN ATHLETIC CLUB 2900 HANNAH BLVD, EAST LANSING
 TO REGISTER: CALL THE MAC AT 517.364.8888

GOLF (JUNIOR CLINICS, COACHING AND PLAY PROGRAM)
MERIDIAN SUN GOLF COURSE 1018 HASLETT ROAD, HASLETT
AGES 7 - 10 SEASON: JUNE 20 - AUGUST 8
 \$149 INSTRUCTION, PRACTICE AND PLAY: 8:30 - 11:30 AM
AGES 11 - 17 SEASON: JUNE 19 - AUGUST 7
 \$149 INSTRUCTION AND PRACTICE: 8:30 AM - 10 AM
 GOLF PLAY: 10 AM - 12 PM

THREE DAY GOLF CAMPS
AGES 11 - 14 12 PM - 1:30 PM CAMP I: JUNE 18 - 20
AGES 7 - 10 2 PM - 3:30 PM CAMP II: JULY 16 - 18
 \$125

TEE FOR TODDLERS
AGES 3 - 6 FOR MORE INFORMATION: BIT.LY/MTPRONLINE
 All programs are subject to change



ADULT SPORTS

For Information & To Sign Up
NOW
bit.ly/mtpronline



KICKBALL LEAGUES

SESSION I STARTS MAY 10

FRIDAY NIGHTS

DEADLINE TO REGISTER: APRIL 26

SESSION II STARTS JULY 22

MONDAY, THURSDAY AND FRIDAY LEAGUES

DEADLINE TO REGISTER: JULY 12

\$220/TEAM (MIN OF 9 PER TEAM)

SOFTBALL

MONDAY: COED RECREATIONAL

MAY 6 - JULY 25

TUESDAY: MEN'S RECREATIONAL (CLASS F) DEADLINE TO REGISTER: APRIL 26

WEDNESDAY: COED RECREATIONAL

THURSDAY: COED RECREATIONAL

TEAM ENTRY FEE: \$295

UMPIRE FEE: \$15/GAME

PLAYER FEE: \$20/PLAYER

SAND VOLLEYBALL

SESSION I STARTS MAY 7

MONDAY, TUESDAY AND THURSDAY LEAGUES

DEADLINE TO REGISTER: APRIL 26

SESSION II STARTS JULY 22

MONDAY, TUESDAY AND THURSDAY LEAGUES

DEADLINE TO REGISTER: JULY 12

12 MATCH (36 GAMES)

\$125/TEAM

PICKLE BALL

OPEN DAYS OF PLAY BEGIN MAY 6
 BRING OWN EQUIPMENT

MONDAY, WEDNESDAY, FRIDAY

9 AM - 11 AM

LOCATION: HILLBROOK PARK

TUESDAY, THURSDAY

5 PM - DUSK

LOCATION: HILLBROOK PARK



GOLF AT MERIDIAN SUN GOLF COURSE

1018 HASLETT ROAD, HASLETT

WOMEN'S "NIGHT OUT" CLINICS

SESSION I: TUESDAY NIGHTS

\$129

MAY 7 - JUNE 11

DEADLINE TO REGISTER: MAY 3

SESSION II: TUESDAY NIGHTS

\$129

JUNE 18 - JULY 23

DEADLINE TO REGISTER: JUNE 14

"GETTING STARTED" FOR NEW GOLFERS
 INCLUDES BEVERAGES AND SNACKS

6 PM - 7 PM

"ON MY WAY" SOME GOLF EXPERIENCE
 INCLUDES 8 PM BEVERAGES AND SNACKS

7 PM - 8 PM

WOMEN'S "NIGHT OUT" LEARNING LEAGUE

SESSION I:

\$125

MAY 6 - JUNE 18

6 PM - 9 PM

SESSION II:

\$125

JUNE 25 - AUGUST 6

6 PM - 9 PM

COED GOLF CLINICS

COUPLES NIGHT OUT DROP-IN SCRAMBLE

FOR MORE INFORMATION: BIT.LY/MTPRONLINE





MERIDIAN SENIOR CENTER

4000 N. Okemos Road, Okemos, MI 48864

meridianseniorcenter.weebly.com

Open Monday – Friday 9:00 AM – 4:30 PM

BECOME A MEMBER!

Meridian Township helps continue active lifestyles through retirement years by providing outstanding programs for the Senior Community. The Meridian Senior Center has been a social hub for adults age 55 and older since 1995. Become a Member and enjoy a wide range of activities from yoga to board games and special programs with guest speakers. \$15 annual membership.

NEUROPATHY

WEDNESDAY, JANUARY 16

MERIDIAN SENIOR CENTER

RSVP BY: MONDAY JANUARY 14

Peak Performance Physical Therapy will be on-site at the Meridian Senior Center for a Free Presentation on Neuropathy. The presentation will include different types of neuropathy, how it affects the body and treatment options.

11:30 AM

FREE

HOT COCOA BAR SOCIAL

FRIDAY, JANUARY 25

MERIDIAN SENIOR CENTER

RSVP BY: MONDAY JANUARY 21

Come warm up with a Hot Cocoa Buffet: hot cocoa, syrups, toppings, whipped cream and marshmallows.

1 PM

FREE

INCLEMENT WEATHER REMINDER

The Meridian Senior Center is closed for all major holidays and when Okemos Public Schools cancel due to inclement weather. Please be sure to check your local TV and radio stations before heading out in questionable weather.

CALL 517.706.5045 TO REGISTER FOR SENIOR CENTER ACTIVITIES OR TO BECOME A MEMBER

ACTIVE SHOOTER PREPAREDNESS

MONDAY, JANUARY 28

MERIDIAN SENIOR CENTER

RSVP BY: WEDNESDAY JANUARY 23

Meridian Township Police Sergeant, Ed Besonen is a member of the Ingham Regional Special Response Team and an instructor for the Meridian Township Police Department teaching defensive tactics, civil disturbances response, verbal defense and influence and response to active violence incidents. This presentation will focus on options for civilian response to incidents of active violence, as well as general awareness principles.

2 PM

FREE

VALENTINE'S SPAGHETTI DINNER & ENTERTAINMENT

THURSDAY, FEBRUARY 14

MERIDIAN SENIOR CENTER

5 PM
COST: \$5 SENIOR CENTER MEMBERS
\$8 NONMEMBERS PER PERSON

Please RSVP no later than Thursday, February 7

50 PLUS FITNESS WORKOUT GROUP

EVERY MONDAY, WEDNESDAY AND FRIDAY

8:30 AM - 9:30 AM

MERIDIAN MALL FOOD COURT

\$1 PER CLASS

SIGN UP ON-SITE

Keeping our bodies flexible and strong are key components to healthier, happier retirement living. The 50 Plus Fitness Workout Program engages approximately 50 people each program day of varying ages from 50 - 94 for hour-long balance and stretching activities. Participants work at their own pace. Not only will your body be happier, but you will enjoy the many social benefits as well! meridian50plus.com



TOWNSHIP PARKS

Connect with Nature

2018 Completed Township Park Projects

NORTH MERIDIAN ROAD PARK PAVILION

A new pavilion was recently added to North Meridian Road Park funded by a grant from the Michigan Natural Resources Trust Fund. This grant also paid for an accessible picnic table and a barbecue grill.

Located at 5191 N. Meridian Road, this 60-acre park is a popular four-seasons park. In winter, families love going down the sledding hill, hiking and cross-country skiing along the two miles of nature trails. New trail signs were added this year.

Expansion of the parking lot is planned for 2019.



North Meridian Road Park Pavilion

TOWNER ROAD PARK

Meridian Township acquired a 24-acre parcel in 2005 for the purpose of creating a sports facility to accommodate a deficiency of athletic fields in the northern portion of the community. Construction of the park began in 2017 and was completed in 2018. The development cost was \$1,900,000 funded by the Meridian Township Park Millage.

Located at 2055 Towner Road in Haslett, Towner Road Park includes two multi-use athletic fields for lacrosse, football and soccer; two multi-use ball fields for baseball, softball and kickball with dugouts; six pickle ball courts, a large pavilion, restroom building, 1/3 mile paved loop walking trail and paved parking lot.



Towner Road Park Ribbon Cutting

Haslett Beautification Project Enhances Corridor

A project three years in the making is about to unfold in Meridian Township. Haslett Beautification Association (HBA) will be installing a sculpture by local metal artist Michael Magnotta. It will be the centerpiece of the revitalization of a vacant piece of Township property bordered by Marsh Road, Lake Drive and Reynolds Road.

HBA urged Meridian Township to work with Ingham County to raze a blighted structure and put the property into public hands. In 2015 it came under the ownership of the Ingham County Land Bank which sold it to Meridian Township. As part of the transfer, HBA offered to help organize a make-over at the site. A community-wide contest resulted in the engagement of veteran landscaper Bradford Meehle of Haslett who designed an attractive gateway through Haslett.

The first phase of his plan will be the planting of a four seasons garden at the south end of the property next Spring.

The centerpiece of the garden will be a metal sculpture of three sailboats created by Mike Magnotta, who was inspired to create this piece by the beauty of Lake Lansing. Mike's work has been displayed throughout the state. The sculpture for HBA was supported in part by a grant from the Arts Council of Greater Lansing.

When the garden is planted, a formal dedication will take place. The property will become the Donald Lillrose Memorial Garden named after lifelong Haslett resident Don Lillrose. Don was a strong supporter of Meridian Township and HBA, giving his time and financial resources to make this area an attractive one for all residents.



Central Park Improvements in 2019

Central Park is located in the center of the Township connecting the Haslett and Okemos communities together as one. We are excited to announce that in 2019 several improvement projects are expected that include greater accessibility, transportation and improved fresh food delivery.

GATEWAY FOOTBRIDGE REPLACEMENT AND NEW RESTROOM FACILITY

This Meridian Historical Village project is being funded by a \$150,000 grant from the Land and Water Conservation Fund together with a \$150,000 local match from the Park Millage for these two projects.

CENTRAL MERIDIAN REGIONAL TRAIL CONNECTOR

This nearly half-mile paved trail and accessible fishing platform is being funded through a grant from the Michigan Natural Resources Trust Fund in the amount of \$272,500 and a \$122,500 Park Millage local match. This trail will begin at the Historical Village and run west through Central Park connecting to an existing paved trail in Central Park South. This trail will eventually connect to a new trail from MSU to Lake Lansing. These trails will augment the existing pathway system that traverses Meridian Township.

SMALL DOG PARK

Construction of the small dog park is currently underway with a target opening before the holidays. The off-leash dog area will be at the entrance to Nancy Moore Park. Please visit meridian.mi.us for rules and regulations.

LARGE DOG PARK

This park is in the planning stages in Central Park South and is being designed in unison with the Central Meridian Regional Trail Connector. This park is slated to open in the summer of 2019, once the trail project is completed.

MARKETPLACE ON THE GREEN FARMERS' MARKET RELOCATION PROJECT

This project will move the existing Meridian Farmers' Market across the street along Central Park Drive. It will create a new hub for recreation, fresh food and social gathering, while sharing existing paved parking with Meridian Mall. The easier access for visitors will make our already successful market even a more desirable place to visit! This project includes a pavilion, restroom, office for food assistance management, gathering plaza, music stage and playground. Artificial ice will provide opportunities for ice skating in the winter months, as well as during special events throughout the year! Construction will be completed in 2019.



DECEMBER
1 & 15

JANUARY
5 & 19

FEBRUARY
2 & 16

MARCH
2 & 16

APRIL
6 & 20

Meridian Mall JC Penney Corridor Between Center Court and JC Penney
1982 W. Grand River, Okemos, MI

facebook.com/MeridianTownshipFarmersMarket

10AM
TO 2PM



For Information & To Sign Up
NOW
bit.ly/mtpronline



Contact the Harris Nature Center with questions

HARRIS NATURE C E N T E R

CROSS COUNTRY SKI CLASS

SATURDAY 9:30 AM - 11:30 AM

JANUARY 12
 FEBRUARY 2

PRICE: \$15/PERSON WITH YOUR EQUIPMENT
 \$20/PERSON WITH OUR EQUIPMENT

Glide through a winter wonderland and experience Michigan's snow covered wild places. The class includes tips from an expert instructor on staying warm in the cold, basic skills such as gliding, turning, going up and down hills and guided skiing on park trails. Dress for outdoor activity. Ski rentals are available and must be reserved ahead of time. Class is dependent on snow coverage. Classes taught by Guest Naturalist, Jackie Blanc.

SNOWSHOE CLASS

SATURDAY 1 PM - 3 PM

JANUARY 12
 FEBRUARY 2

PRICE: \$15/PERSON WITH YOUR EQUIPMENT
 \$20/PERSON WITH OUR EQUIPMENT

Learn to snowshoe and nothing will stop you from missing out on those winter walks! This class includes tips from an expert instructor on staying warm in the cold, shoeing techniques and guided shoeing on park trails. Dress for outdoor activity. Snowshoe rentals are available and must be reserved. Class is dependent on snow coverage. Classes taught by Guest Naturalist, Jackie Blanc.

CHIPMUNK STORY TIME

THURSDAY 10 AM - 11 AM

JANUARY 17 ANIMALS ARE SLEEPING
 FEBRUARY 14 VALENTINE FRIENDS
 APRIL 18 COUNTING NATURE

PRICE: \$3/CHILD/SESSION

Story time comes alive as children interact with puppets Chicory Chipmunk and his animal friends. Stories are followed by a craft, games or a walk. Open to preschool and elementary aged children.

HOWL AT THE MOON

FRIDAY EVENINGS

JANUARY 18 7 PM
 FEBRUARY 15 7 PM

PRICE: \$3/PERSON/WALK

MARCH 22 8 PM
 APRIL 19 8:30 PM

Enjoy the full moon while taking a guided walk through the nighttime woods. Dogs on a non-retractable leash and flashlights are welcome. Meet in the parking lot.

MOONLIGHT SKI AND SHOE

SATURDAY 6 PM - 9 PM

JANUARY 19
 FEBRUARY 9
 FEBRUARY 23

PRICE: \$10/PERSON WITH OUR EQUIPMENT
 (INCLUDES HEADLAMP)

\$3/PERSON WITH YOUR OWN EQUIPMENT
 \$2/ADDITIONAL HEADLAMP

Swoosh along the moonlit trails as you ski or snowshoe through the sparkling snow. On these nights only, the nature center will be open for evening skiing and snowshoeing. Headlamps and flashlights are recommended. Cross country ski and snowshoe rentals include headlamps and are available at the nature center. You must reserve equipment and a participation time.

WINTER WONDERLAND

SATURDAY JANUARY 26

10 AM - 3 PM

SEE PRIME EVENTS PAGE FOR DETAILS

Embrace winter with this family-friendly outdoor event!

PHOTOGRAPHY CLASS WITH RON ST. GERMAIN

WEDNESDAYS 6:30 PM - 9 PM

PRICE: \$60/4 - DAY SESSION

FEBRUARY 6, 13, 20 AND SATURDAY FEBRUARY 9 10 AM - 1 PM
 APRIL 3, 10, 17 AND SATURDAY APRIL 6 10 AM - 1 PM

Whether your camera is an old one from the closet or the newest technology, this class will familiarize you with all of its buttons and functions. You will learn the basics in a fun and easily understood way.



EXPLORE NATURE ON SNOWSHOES

SUNDAY FEBRUARY 10 2 PM PRICE: \$10/PERSON WITH OUR EQUIPMENT
\$3/PERSON WITH YOUR OWN EQUIPMENT OR WALKING

Break the winter monotony with a walk in nature using snowshoes. You'll stretch your legs and breathe fresh air as a naturalist describes the signs of winter wildlife and how they survive a Michigan winter. You can also opt to walk without snowshoes. Bring your own snowshoes or borrow ours (extra fee). Our snowshoes are limited. The use of snowshoes is dependent on snow coverage and the walk will be held regardless of snow conditions.

OWL PROWL CAMPFIRE

SATURDAY MARCH 2 7 PM PRICE: \$3/PERSON OR \$7/FAMILY

A hoot in the distance and the flap of a wing in the night air let you know that you are not alone. Owls are active this time of the year, trying to find a mate, building a nest and protecting their eggs. Enjoy a campfire while learning about owls and then join a naturalist for a guided owl walk.

FAMILY SPECIAL: LUCKY SHAMROCKS

SUNDAY MARCH 17 2 PM PRICE: \$3/PERSON OR \$7/FAMILY

Why does Mother Nature love St. Patrick's Day? Because she always wears green! This St. Patrick's Day, spend time in nature, learn about the history of the holiday, enjoy special activities and take a guided walk to search for lucky shamrocks.

NATURE TOTS

AGES: 4 YEARS AND UNDER PRICE: \$50/8 - WEEK SESSION
MONDAYS MARCH 18 - MAY 13 (NO CLASS ON APRIL 1)
9 AM - 10 AM OR 10:30 AM - 11:30 AM

Children 4 and under (accompanied by a parent or other adult) can toddle into their first nature experiences. Each week is themed and includes circle time, a nature walk, hands-on activities and a craft facilitated by a naturalist.

GARDENING WITH NATIVE PLANTS

TUESDAY MARCH 26 7 PM - 9 PM PRICE: \$15/PERSON

Spring is here! Time to think about your garden and learn how to make gardening easier by adding native plants! They thrive in Michigan, have beautiful flowers and attract birds and butterflies to your garden. These native beauties can be added to an existing garden or form the foundation for a new one. Join Vern and Sue Stephens, owners of Designs by Nature, to learn about designing and maintaining a native garden. Please register ahead.

PRESCHOOL SCIENCE EXPLORATION

AGES: 4 AND 5 YEAR OLDS PRICE: \$3/CHILD/CLASS
THURSDAY APRIL 4 1 PM - 2 PM TERRIFIC TURTLES

Curious preschool children explore nature through hands-on science activities and discovery walks with a naturalist guide.

BIRD WATCHING IN OUR PARKS

SUNDAY APRIL 14 9 AM

SUNDAY APRIL 28 8 AM

EASTGATE PARK

NANCY MOORE PARK

MEET IN THE BACK PARKING LOT

PRICE: FREE

Meridian Township Parks has partnered with the Capital Area Audubon Society to lead bird watching walks in our parks this spring. Join an Audubon volunteer to explore these parks in a series of bird watching walks. Meet in the parking lot of the park listed and bring your own binoculars.

EXPLORE NATURE OPEN HOUSE

SUNDAY APRIL 14 12 PM - 4 PM

PRICE: FREE

In association with the MSU Science Festival, the Harris Nature Center is offering participants a chance to explore nature in our Nature Exploration Area. Pick up an activity sheet in the nature building and then have fun with the activities at the Turtle Sculpture, Log Jam, Sticks and Stones, Spider Web, MI Fossil Dig and Beaver Lodge features. Find out more about the MSU Science Festival at www.sciencefestival.msu.edu.

HNC STEWARDSHIP MORNINGS

SATURDAYS APRIL 27

PRICE: FREE

9 AM - 11 AM

Every day is Earth Day at the Harris Nature Center! We need your help to keep our park and trails healthy and safe by removing invasive plants, maintaining habitat areas, identifying/repairing troubled trail areas and gardening around the building. You can volunteer just one morning or become a regular steward by participating every month. Please contact us at HNC. Your help is NEEDED!

ANIMAL BABIES CAMPFIRE

SATURDAY APRIL 27 7 PM

PRICE: \$3/PERSON OR \$7/FAMILY

The best part of spring is the arrival of all the animal babies! Learn more about your favorite furry and feathery babies, while you spend time around the campfire, roast marshmallows and take a guided walk with a naturalist.

SPRING WALKABOUT

SUNDAY APRIL 28 2 PM

PRICE: \$3/PERSON OR \$7/FAMILY

The temperature may still be cool, but signs of spring are everywhere! The early wildflowers are beginning to show and animals are very active as they gather food for their young. This is a great time for a guided walk in the early spring woods.

REGISTER FOR SUMMER DAY CAMPS

Visit bit.ly/mtpronline or contact the Harris Nature Center by phone or hnc@meridian.mi.us. Registration forms are also online at meridian.mi.us/HNC.

INGHAM COUNTY PARKS

Over 530 acres of natural recreation area, woods and trails make Lake Lansing Park North a bounty of year round outdoor activity.



Ingham County Parks has the largest hidden gem within Meridian Township: Lake Lansing connected by Lake Lansing Park North and Lake Lansing Park South located in Haslett, MI.

1

ACCESSIBLE SIDEWALK ADDED TO LAKE LANSING PARK SOUTH

We are proud to announce that a new ADA compliant sidewalk has been installed at Lake Lansing Park South, as a result of a collaborative effort between Meridian Township, Ingham County Parks and the Friends of Ingham County Parks. In September of 2018 construction began on a new accessible pathway at Lake Lansing Park South. Monies for this new Ingham County Parks pathway were a result of the Meridian Township 175th Anniversary "Fun in the Sun Day" event in June of 2017, which raised \$5,000 for the accessible pathway. Friends of Ingham County Parks matched the donation to make this project a reality in October 2018.

2

BIKE FIX STATIONS LAKE LANSING BOAT LAUNCH AND HAWK ISLAND COUNTY PARKS

Ingham County Parks announced that two Bike Fix Stations are now installed and in service thanks to the Friends of Ingham County Parks, who in collaboration with the Parks Department, local bike stores Scooter Holt Pro Cycle and Denny's Central Park Bicycles, sponsored and installed bike repair stations at Lake Lansing Boat Launch and Hawk Island. The bike repair station at Lake Lansing Boat Launch also commemorates the long service of John Veenstra, promoter of local trails and former Park Commissioner.

3

2019 ANNUAL PARK PASSES AVAILABLE

Annual 2019 passes for Ingham County residents are available for \$32. 2019 annual passes are valid from purchase date until December 31, 2019. Non-Ingham County residents passes are \$42. Annual passes are available at all park gatehouses and in the parks office at 121 E. Maple Street, Mason.

There is a daily per vehicle entrance fee year-round of \$3 for Ingham County residents and \$5 for non-residents at Burchfield Park, Hawk Island, Lake Lansing Park-North and Lake Lansing Park-South. No vehicle entrance fees will be collected one hour prior to the Friday night Band Shell concert at Lake Lansing Park-South.

Cross Country Ski Rentals at Lake Lansing Park North



**FRIDAY, SATURDAY & SUNDAY
10 AM - LAST RENTAL IS 1 HOUR
BEFORE SUNSET**

**\$7/HOUR FOR ADULTS
\$5/HOUR CHILDREN 12 AND UNDER**

Cross country ski through the majestic, snow capped forests at Lake Lansing Park North. Please note the trails at Lake Lansing Park North are not groomed or illuminated.

Ingham County Parks offer year-round activities for its visitors and residents. More than 1,200 acres of out-standing Ingham County parkland are devoted to sports and recreation. Most Ingham County Parks remain open year-round, call 517.676.2233 for winter hours. Your Ingham County Parks can make any day of the year a play day!

Annual Pass \$32

Ingham County residents can purchase annual passes at all gatehouses.





TOWNSHIP INFORMATION

Be in the Know

Cut this page out or tear along dotted line to keep handy for important information you should know and handy quick reference contact sheet.

**MERIDIAN TOWNSHIP
MUNICIPAL BUILDING**
5151 Marsh Road, Okemos, MI 48864
☎ 517.853.4000
📅 M-F 8 am-5 pm
📘 facebook.com/MeridianTownship

MANAGER WALSH'S OFFICE
☎ 517.853.4254
✉ walsh@meridian.mi.us

CLERK'S OFFICE
☎ 517.853.4300
🌐 meridian.mi.us/Elections

TREASURER'S OFFICE
☎ 517.853.4140
🌐 meridian.mi.us/Taxes

ASSESSING DEPARTMENT
☎ 517.853.4400

BUILDING DIVISION
☎ 517.853.4500

PLANNING DIVISION
☎ 517.853.4560

ECONOMIC DEVELOPMENT
☎ 517.853.4568

HUMAN RESOURCES
☎ 517.853.4210

HUMAN SERVICES
☎ 517.853.4204

DEPARTMENT OF PUBLIC WORKS
☎ 517.853.4440

EMERGENCY WATER & SEWER SERVICES
☎ 517.349.0010

For all water or sewer emergencies, please call our on-call number 517.349.0010, 24 hours a day / 7 days a week. Between 8 am - 5 pm, office staff will take your call. Between 5 pm and 7 am, you will reach an on-call pager; leave a message, including your name, address, phone number and a brief description of the problem. You will receive a return phone call and someone will respond.

Please call the Township before you call a plumber. If the problem is the Township's responsibility, we will correct it and you will save the cost of a plumber. **The Township does not reimburse plumber expenses, unless the Township authorizes the expense in advance.**

FIRE DEPARTMENT
Central Fire Station #91
5000 Okemos Rd, Okemos, MI 48864
☎ 517.853.4700
📅 M-F 8 am-5 pm
📘 facebook.com/MeridianTwpFD

POLICE DEPARTMENT
Public Safety Building
5151 Marsh Rd, Okemos, MI 48864
☎ Main Line: 517.853.4800
📅 Office Hours M-F 8 am-5 pm
Building Open 24/7
📘 facebook.com/MeridianTwpPD

HOMTV
Municipal Building, Administration Wing
5151 Marsh Rd, Okemos, MI 48864
☎ 517.349.1232
📅 M-F 8 am-5 pm
📘 facebook.com/homtv 🐦 @homtv
🌐 homtv.net

PARKS & RECREATION
Service Center
2100 Gaylord C Smith Court, Haslett, MI 48840
☎ 517.853.4600
📅 M-F 8 am-5 pm
📘 facebook.com/MeridianTwpParksRec

MERIDIAN SENIOR CENTER
4000 Okemos Road, Okemos, MI 48864
Entrance off of Kinawa Drive
☎ 517.706.5045
📅 M-F 9 am-4:30 pm
📘 facebook.com/meridianseniorcenter

MERIDIAN HISTORICAL VILLAGE
5151 Marsh Rd, Okemos, MI 48864
☎ 517.347.7300
📅 Saturdays, May-Oct 10 am-2 pm
📘 facebook.com/
MeridianHistoricalVillage

HARRIS NATURE CENTER
3998 Van Atta Road, Okemos, MI 48864
☎ 517.349.3866
📅 Hours vary
📘 facebook.com/HarrisNatureCenter



Public Service Applications

Help Meridian Township grow as a Prime Community by becoming a public servant! Meridian Township has numerous Boards and Commissions and various volunteer opportunities residents can take part in. If you have an interest in local parks, businesses, community planning, the environment, transportation, etc., there are almost 20 different public service opportunities to serve.

Become civically engaged and take an active part in your community by filling out a public service application form at meridian.mi.us/BoardsCommissions

Road Kill in Meridian

If you see a dead deer in Meridian Township on or near a roadway please contact:

**MI DEPARTMENT OF NATURAL RESOURCES
517.614.9602**

If a dead animal is blocking the road you can call:

**INGHAM COUNTY ROAD DEPARTMENT
517.676.9722**

Please note they will only move the dead animal to the side of the road, not remove it.

Check the Township website for dates the offices are closed.

Automatic Tax Payments

Interested in avoiding long lines on tax day or the risk of forgetting to pay your property tax? To enroll in Meridian Township's automatic bill payment plan, simply fill out the Automatic Bill Payment Enrollment Form located on the Meridian Township website meridian.mi.us. The form must be submitted at least two weeks before the due date. Once enrolled, Meridian Township will initiate an ACH withdrawal from the taxpayer's account.

Visit meridian.mi.us/taxes for payment options and tax questions.

Meridian Recycling Center Hours

A large variety of recyclables are accepted, including all paper/books, Styrofoam, glass (sorted by color), plastics, metal, electronics (fee), household batteries (fee) and more. Compactable, non-compactable and yard waste are accepted for a fee.

MERIDIAN RECYCLING CENTER AND TRANSFER STATION

**5976 E. Lake Drive, Haslett
517.703.4498
reclaimedbydesign.com**

Winter December 1 – March 31

Mon and Fri	2 PM - 5 PM
Tues, Wed, Thurs	10 AM - 5 PM
Sat	10 AM - 4 PM

Snow Removal

Meridian Township's snow removal ordinance requires residents to clear the snow and ice from the sidewalks along their property within 24 hours following a snow fall.

If more than 2 inches of snow or ice remain after that first 24 hours, the owner will be notified by the Township that it must be cleared. Owners will then have an additional 24 hours to clear the snow or ice. If it is not cleared within the second 24 hour period the Township will remove it and bill the home owner. This payment must be made within 30 days of receiving the bill.

This process is put into place to ensure that the snow (or ice) is removed and the ordinance is enforced to ensure the safety of residents.

Residents who will be out of town are expected to make arrangements for snow removal.

Legal Notices

Meridian Township provides public notices to comply with requirements mandated by state law.

Legal notices advise residents of upcoming meeting dates, public hearings, minutes postings and proposed ordinance changes.

meridian.mi.us/legalnotices

Sign Up For eNotifications

 Visit meridian.mi.us

 Sign up for email notifications

 Visit our intuitive calendar

 Register for HNC programs

SIGN UP HERE meridian.mi.us/eNotify

MERIDIAN Cares

MERIDIAN.MI.US/MERIDIANCARES

As of November 1st, the Meridian Cares team has exceeded their goal of raising \$10,000 for the Emergency Needs Fund by raising \$10,356.19 and still counting. To help accomplish their goal the Meridian Cares team participated in several fundraising efforts including the Strike Out for a Cause Bowling event and the Karaoke Benefit Night at Old Chicago.

Meridian Cares also collected over 40 bags of nonperishable food items and toiletries. Items donated by Meridian Township staff and were delivered to the local food banks in early November.

At the end of 2018 the Meridian Cares funds will be split into three different ways to help the residents of Meridian Township:

- **Provide funding for CATA bus passes**
- **Help fund food baskets**
- **Dedicate a majority of funds towards the Meridian Cares general fund helping residents with emergency needs**

Through the Meridian Cares Emergency Needs Fund, the team is able to help seniors, families and children with emergency needs in Meridian Township. They help families stay warm in the winter when facing shut off notices, help families keep their homes when facing eviction notices and help provide funds necessary for emergency transportation services if needed. To show support and help the Meridian Cares team, donations to the Emergency Needs Fund is extremely appreciated.

Financial contributions can be made in person or by mail to the Meridian Township Municipal Building, 5151 Marsh Road, Okemos, MI 48864. Checks can be made payable to Meridian Township c/o Meridian Cares.

Online donations are also accepted at www.meridian.mi.us/MeridianCares

CHRISTMAS TREE DISPOSAL DECEMBER 26 - JANUARY 31

NANCY MOORE PARK PARKING LOT
1960 GAYLORD C. SMITH COURT, HASLETT

Trees should be free of wire, metal bracing or nails and must not be in a plastic bag. Please, no wreaths.

For more information, please call
517.853.4440

Extreme Cold Could Mean Water Issues in Your Home

AVOID FROZEN PIPES AT HOME

- Check around the home for areas where water supply lines are located in unheated areas. Look in the basement, crawl space, attic, garage and under kitchen and bathroom cabinets. Both hot and cold water pipes in these areas should be insulated.
- Keep garage doors closed if there are water supply lines in the garage.
- Open kitchen and bathroom cabinet doors to allow warmer air to circulate around the plumbing. Be sure to move any harmful cleaners and household chemicals out of reach of children.
- When the weather is very cold outside, let the cold water drip from the faucet served by exposed pipes. While running water through the pipe will increase your water bill, a trickle helps prevent pipes from freezing.
- Keep the thermostat set to the same temperature both during the day and at night. By temporarily suspending the use of lower nighttime temperatures, you may incur a higher heating bill, but you can prevent a much more costly repair job if pipes freeze and burst.
- If you will be going away during cold weather, leave the heat on in your home, set to a temperature no lower than 55° F

TO THAW FROZEN PIPES

- If you turn on a faucet and only a trickle comes out, suspect a frozen pipe. Likely places for frozen pipes include against exterior walls or where your water service enters your home through the foundation.
- Keep the faucet open. As you treat the frozen pipe and the frozen area begins to melt, water will begin to flow through the frozen area. Running water through the pipe will help melt ice in the pipe.
- Apply heat to the section of pipe using an electric heating pad wrapped around the pipe, an electric hair dryer, a portable space heater (kept away from flammable materials) or by wrapping pipes with towels soaked in hot water. Do not use a blowtorch, kerosene or propane heater, charcoal stove or other open flame device. When in doubt, call a licensed plumber.
- Apply heat until full water pressure is restored. If you are unable to locate the frozen area, if the frozen area is not accessible or if you cannot thaw the pipe, call a licensed plumber.
- Check all other faucets in your home to find out if you have additional frozen pipes. If one pipe freezes, others may freeze, too.

For all water or sewer emergencies, please call on-call number 517.349.0010, 24 hours a day/7 days a week

PFAS Test Shows NON-Detect in Public Water Supply

Meridian and East Lansing Receive a Clean Bill of Health

As part of a new statewide initiative to test drinking water from all schools, the Michigan Department of Environmental Quality (MDEQ) recently tested the East Lansing – Meridian Water system for a group of manmade chemicals called per-and polyfluoroalkyl substances (PFAS). The results show that no detectable levels of PFAS were found in the water.

The East Lansing - Meridian Water and Sewer Authority (ELMWSA) provides drinking water to the public water supplies for the City of East Lansing and Meridian Township. ELMWSA's water was tested by AECOM, MDEQ's contractor.

On August 27, 2018, ELMWSA received notification from MDEQ that the water supply tested by the State of Michigan was a NON-Detect at the set detection limit of 2 parts per trillion (ppt). The Environmental Protection Agency (EPA) Lifetime Health Advisory (LFA) for PFOS and PFOA is 70 ppt. The test results can be found on the Michigan PFAS Action Response Team website, www.michigan.gov/pfasresponse.

It is not uncommon to find low levels of PFAS in drinking water supplies, as PFAS can be found in fire-fighting foams, stain repellants, nonstick cookware, waterproof clothing, food wrappers and many other household products. They do not break down in the environment and move easily into water.

ELMWSA, the City of East Lansing and Meridian Township are committed to providing customers with quality drinking water. ELMWSA is working closely with MDEQ to maintain water quality.

The Meridian Township Fire Department currently uses F-500 foam for firefighting. This type of foam does not fall under PFAS foam that needs to be eliminated. Most foam products over the past few years has eliminated environmental hazards such as PFAS.

For health-related questions, contact the Michigan Department of Health and Human Services (MDHHS) at 1.800.648.6942 or visit one of the websites below.

Additional Resources:

State of Michigan PFAS Action Response Team (MPART) www.michigan.gov/pfasresponse

Agency for Toxic Substances and Disease Registry (ASTDR) www.atsdr.cdc.gov/pfas

United States Environmental Protection Agency (U.S. EPA) www.epa.gov/pfas

Meridian Becomes Redevelopment Ready Certified

The Michigan Economic Development Corporation (MEDC), along with several other organizations, is working hard to attract new business growth around Michigan. The Redevelopment Ready Communities® (RRC) program is a voluntary, no-cost program through MEDC that assists local municipalities in establishing a sound foundation for redevelopment and investment to occur in their communities.

On the heels of adopting the 2017 Master Plan, Meridian Township enrolled in the RRC certification process. After working toward RRC certification since March 2018, the Township succeeded in accomplishing the requirements as laid out in the RRC Best Practices, becoming the 29th Michigan community certified under the statewide RRC program.

On November 16th at Okemos Elevation – a new mixed use development project in Okemos, the Township was formally recognized for their hard work and dedication to having a vision for the future and the fundamental practices in place to get there. Certification is a formal recognition that a community has removed barriers and streamlined processes to be more competitive in today's economy.

While the MEDC states that approximately 225 municipalities are enrolled in the RRC process, there are only 29 certified communities and Meridian is the first Township in the state to become certified. This certification allows the Township and developers to compete for state funded grants and loans for which it otherwise wouldn't be eligible.

Join the Crowd (Funding)!

Meridian Township Parks and Recreation Department is excited for the new Farmers' Market relocation project to become a reality at the Meridian Mall along Central Park Drive. This new space will provide expanded parking utilizing existing infrastructure. Even though final planning for construction is underway, fundraising efforts continue. This is your opportunity to share in the excitement for the development of this new community space that will also include artificial ice for winter use as well as for special events throughout the year! Your participation is needed to help us reach our goal! If we are able to raise \$50,000 in 60 days, the Michigan Economic Development Corporation (MEDC) will match it with another \$50,000. Please go to www.patronicity.com/meridian for additional information and to pledge!



Meridian Township Installs New Solar Array

In 2017, the Meridian Township Board adopted a resolution of support for the Paris Climate Accord and Meridian Township Climate Sustainability Plan to reduce greenhouse gas emissions in the Township by 80%. The Climate Sustainability Plan provides a framework for continuing Meridian Township's legacy of environmental stewardship. This plan requires many actions related to energy efficiency, renewable energy, recycling and waste reduction, transportation and water management.

Implementation of this plan will enable the Township to:

- Contribute to the worldwide efforts to curb greenhouse gas emissions.
- Make our community a more sustainable, resilient, affordable and vibrant place to live.
- Make our Township government operations more energy and resource efficient and better prepared to deal with the impacts of climate change.

Plan objectives include:

- Achieve significant energy and water cost savings in Township facilities and vehicle fleet.
- Obtain 50% of electricity used for Township operations from renewable energy sources by 2025 and 100% by 2035.
- Reduce the amount of materials sent to landfills by 10% within the next five years.

The first step toward obtaining renewable energy for Township facilities was the installation of a solar array at the Township Municipal Building in October 2018. Modeled after a similar solar system at Okemos High School, on average, it will produce 20,000 kilowatt-hours of electricity annually, providing about 8% of current electrical needs at the Municipal Building. The total system cost was approximately \$50,000 but will save over \$143,000 and serve as a model for green energy. Solar production can be viewed at bit.ly/solarmonitor.

Township Solar Array Facts:

A solar array is made up of photovoltaic solar panels that absorb sunlight as a source of energy to generate electricity.

- System Size: 20 KW
- System Type: Ground mounted
- System Components: 56 Solar PV Panels, rack, 2 DC/AC Inverters
- Pollution Reduction: In addition to keeping 548 tons of CO₂ out of the atmosphere over 25 years, the system will save 13.4 million gallons of water otherwise used by burning fossil fuels such as coal or natural gas

Over its lifetime, this solar array will help reduce Meridian Township's carbon footprint by 548 tons which is equivalent to:



Planting 12,768 trees



Driving reduced by 1,096,000 auto miles or 55,896 gallons of gasoline



Recycling 1,732 tons of waste



Displacing CO₂ emissions from the annual electric use of 62 homes



Burning 267 tons of coal



And we will help avoid using up to 13,358,000 gallons of water by thermoelectric powerplants



Meridian Police Services Continue for Williamstown Township

Ever see Meridian Township Police patrolling the Williamstown Township area? There is a reason why and this December marks the fourth consecutive two-year contract the Meridian Township Police will provide law enforcement services for Williamstown Township. In 2010, the Ingham County Sheriffs Department reduced deputy services to rural areas which led to Williamstown Township collaborating with Meridian Township for police services to their area.

Through December 2021, Meridian Police will continue to provide police patrol services, emergency and nonemergency response services to all dispatch calls, and additional police services, including without limitation the enforcement of applicable state statutes and regulations and Williamstown ordinances.

The renewed contract is from 2019 – 2021. Williamstown Township will pay Meridian Township \$225,217 in 2019, \$229,721 in 2020 and \$234,316 in 2021 plus \$58.41 per hour, outside the 80 hours of weekly patrol for emergency and nonemergency responses.

The current contract establishes a cost for service of \$216,723. The increased cost from 2018 to 2019 is 4%.

Meridian Township will provide and maintain at its expense motor vehicles to be used for police protection and patrol within Williamstown Township and any and all uniforms, weapons, radios and general police equipment to be used by Officers assigned to duty in Williamstown Township, including insurance.

Williamstown Township stated they continue to be pleased with the law enforcement services being provided by Meridian.



Police Body Cameras & Car Cameras

In 2015 the Meridian Township Police Department partnered with the East Lansing Police Department to apply for the U.S. Department of Justice Body Worn Camera Pilot Implementation Program Competitive Grant for new police worn body cameras. The new cameras were in addition to the car cameras already being used. The grant provided \$25,000 of funding with a Township match of \$25,000 for each officer to have a body camera while on duty.

Since MTPD was already using the L-3 system for their vehicle cameras they tested the L-3 body worn cameras. These cameras underperformed and it was determined the system would need to be replaced.

The Township made the decision to consolidate all three camera systems; the in car camera, the Taser mounted camera, and the body worn camera, into one system. Axon offered a camera system which fit the needs of the department and was the vendor chosen for this endeavor. At the beginning of 2018 each officer was issued a body worn camera and trained on how to properly use the new recording system.

The department's three cameras operate independently but can be synced together. While on patrol if the overhead lights of the police car are activated, both the car camera and the body camera begin recording. Either camera can be activated with the push of a button.

By having the multiple cameras recording at the same time, Township police are able to watch footage of an incident from multiple angles. This allows for a more accurate analysis of each incident. After the officers return to the station, the car cameras connect wirelessly to a server at the police station. This allows footage to start downloading right away.

With the new Axon system the Meridian Township Police department can now store a majority of their footage using cloud base technology. In previous years camera footage was transferred to CD's, taking a longer time to archive footage. Today the new system allows for faster transfers and provides an easier method of keeping evidence.

Since the switch to the new Axon system, the Meridian Township Police Department has found it to be more user friendly a more efficient way to keep and review and store footage.



TOP 10 Holiday Safety Tips:

As you prepare to celebrate the holiday season, the Meridian Township Police Department provide safety tips for holiday shopping. Here are Top 10 Safety Tips.

- 1) KEEP ALL CAR DOORS LOCKED AND WINDOWS CLOSED**
while in or out of your car. Set your alarm or use an anti-theft device.
- 2) NEVER LEAVE YOUR CAR UNOCCUPIED**
with the motor running or with children inside.
- 3) DO NOT LEAVE PACKAGES OR VALUABLES ON THE SEAT OF YOUR CAR**
lock it in the trunk or put it out of sight.
- 4) KEEP A SECURE HOLD ON YOUR PURSE**
handbag and parcels. Do not put them down or on top of the car in order to open the door.

AUTOMATED TELLER MACHINE (ATM)

- 5) CHOOSE AN ATM THAT IS LOCATED INSIDE THE MALL OR WELL-LIGHTED LOCATION,**
if you must use an ATM, withdraw only the amount of cash you need.
- 6) PROTECT YOUR PIN**
shield the ATM keypad from anyone who is standing near you.
- 7) DO NOT THROW YOUR ATM RECEIPT AWAY AT THE ATM LOCATION.**

SHOPPING

- 8) SHOP DURING DAYLIGHT HOURS**
whenever possible. If you must shop at night, go with a friend or family member.
- 9) AVOID CARRYING LARGE AMOUNTS OF CASH**
if you do carry cash, keep it in your front pocket.
- 10) BEWARE OF STRANGERS APPROACHING YOU**
for any reason. At this time of year, "conartists" may try various methods of distracting you with the intention of taking your money or belongings.

For more personal safety and shopping safety tips, visit meridian.mi.us/PoliceCrimePrevention

ACTIVE SHOOTER PREPAREDNESS

MONDAY, JANUARY 28

2 PM

MERIDIAN SENIOR CENTER

FREE

RSVP BY: WEDNESDAY, JANUARY 23

Meridian Township Police Sergeant Ed Besonen has worked with the Department since 2006. During that time, he has worked road patrol, as well as 2.5 years as an Investigator. Sgt. Besonen is an instructor for the Department, teaching the officers skills such as defensive tactics, response to civil disturbances, Taser, Verbal defense and influence and response to Active Violence Incidents. He has also been a member of the Ingham Regional Special Response Team since 2014. This presentation will focus on options for civilian response to incidents of Active Violence, as well as general awareness principles.

13TH ANNUAL POLICE YOUTH CITIZENS' ACADEMY

WEDNESDAYS, BEGINNING FEBRUARY 13

6:30 PM - 9:30 PM

The Academy is comprised of students from area high schools and is modeled after the very popular Citizens' Academy that Meridian Township Police Department hosts in the fall.

During the seven week course, students will receive instruction in areas such as: Use of Force, Crime Scene Investigation, K-9 Operations, Traffic Enforcement, and Alcohol Enforcement. In addition to classroom instruction, students will be given the opportunity to interact with and use many of the tools law enforcement personnel utilize every day. Students will observe K-9 detection and apprehension activities, use "Fatal Vision" goggles to observe the effects of alcohol on coordination, see various non-lethal weapons and training aids (PepperBall, Taser, Simunitions), dust surfaces for latent fingerprints, and engage in scenario-based decision making on the Firearms Training Simulator.

This program helps foster positive relationships between officers and students and provides an increased knowledge of police work. If you have questions or wish to enroll in the Academy, please contact Sergeant Scott Dawson.



SERGEANT SCOTT DAWSON

Police Department

📞 517.853.4800

✉️ policeacademy@meridian.mi.us



Lucas Chest Compression Device

For several years the Meridian Township Fire Department has worked with local fire departments

to help better the residents in the metro area. In 2014, the East Lansing Fire Department applied for funding through the Competitive Grant Assistance Program (CGAP) Grant on behalf of several metro Fire Departments, including Meridian Township.

The intent of the applications was to help fund active violence training and specialized equipment. As a result of the grant funding, Meridian Township was able to receive four Lucas Chest Compression Devices, one for each ambulance in the Township. Each device is \$15,000, saving the Township around \$60,000 total in equipment costs.

The Lucas Chest Compression Device performs CPR compressions consistently. It can sense the depth of the patient's chest and pushes two inches deep. It can maintain the rate of 100 beats per minute and can run steadily for up to 45 minutes.

Since receiving the Lucas Chest Compression Devices, Meridian Township Fire Department has seen much success when helping residents who go into cardiac arrest. The return of spontaneous circulations in patients has gone up from 3% to 5% since using these devices. The average EMS provider can perform CPR manually for roughly two minutes before needing to switch with another provider. This device allows Township EMS providers to perform other lifesaving procedures while caring for the patient.



PANCAKE BREAKFAST
WITH MERIDIAN PROFESSIONAL
FIREFIGHTERS UNION
LOCAL 1600 & LOCAL
BOY SCOUT TROOPS

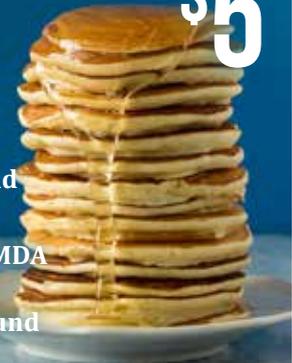
ALL YOU
CAN EAT!
\$5

SATURDAY, MARCH 9
8 AM - 11 AM

All you can eat pancakes and sausage for \$5 donation!

All proceeds will go to the MDA and our local Scout Units' Campership/Scholarship Fund

2142 COMMUNITY CHURCH 2600 BENNETT RD, OKEMOS



TOP 10 FIRE SAFETY TIPS FOR WINTER

Did you know house fires occur more in the winter than any other season? Here are Top 10 Fire Safety Tips to help protect your family and prevent a fire from taking place in your home.

1) HAVE YOUR FURNACE CHECKED

Having a properly working furnace will not only help your family stay warm, but will keep your family safe from components that may not be working properly.

2) CHECK YOUR CHIMNEYS AND VENTS

Having your chimney checked and cleaned before the winter season will help prevent creosote from starting unwanted fires.

3) TEST SMOKE AND CO2 ALARMS

Make sure the batteries in your smoke alarm will last through the winter season.

4) COVER YOUR FIREPLACE WITH A SCREEN

Placing screens in front of a fire place prevents sparks from flying into your home. Remember to keep children and pets at least three feet away from a burning fire.

5) BEWARE OF SPACE HEATERS

Avoid placing space heaters near curtains, table cloths or other loose fabric. Use a space heater with an automatic shut off, in case the temperature reaches a dangerously high heat.

6) CHECK EXTENSION CORDS

Never overload your extension cord. Check to see if the cord is damaged in any way and never use an extension cord in replace of permanent wiring.

7) PRACTICE SAFE CHRISTMAS TREE USE

If you use live trees, make sure it is a fresh tree. Trees that shed needles are drier and can put your home at a greater fire risk. Don't place your Christmas tree close to a heat source and keep holiday candles at a safe distance.

8) PRACTICE SAFE COOKING HABITS

Stay in the kitchen while food is cooking and keep the cooking range free of clutter. Always keep a fire extinguisher close by.

9) PLAN AN ESCAPE ROUTE

Create a plan so everyone in your family knows the safest way to get out in case of fire and where to meet once outside.

10) CLEAR SNOW FROM FIRE HYDRANTS

Help local firefighters by clearing snow three feet away from fire hydrants. This allows Firefighters faster access to hydrants in the case of an emergency.

Township Receives Top Honors and High Recognition

We're proud to announce these achievements as they represent part of our Prime Community vision, which is to achieve and maintain a welcoming community with the highest quality of life for our residents.



WATER MANAGER RECEIVES HIGHEST AWARD



Congratulations to East Lansing and Meridian Township Water Manager, Clyde Dugan on receiving the George Warren Fuller Award!

Clyde will be recognized at the AWWA Annual Conference and Exhibition in Denver in June 2019. The award is based upon an individual's entire career in the water supply field. A Fuller Awardee gains lifetime respect and recognition from professionals working in the drinking water field, including operators, managers, consultants, regulators, product manufacturers, etc.

Clyde is being recognized for his dedicated and faithful service through his work with the Lansing Board of Water and Light and the East Lansing Meridian Water and Sewer Authority; for ensuring safe and adequate water supplies to the communities where his efforts have had impact, for the support and leadership he has provided to the AWWA and its members, for his commitment to continual improvement of member value to the Michigan Section and for his mentoring of those who follow in his footsteps in the water industry.



GREEN COMMUNITIES SILVER AWARD

In September, Meridian Township received the Silver Award in the Michigan Green Communities Challenge from the Michigan Green Communities Network. The award recognizes local governments in the state of Michigan for their environmental initiatives.

Meridian Township was received this award for its broad and long-term commitment to the environment through improvements in energy efficiency, a commitment to renewable energy, watershed protection, and development of a Greenspace Plan and Land Preservation Program. The Greenspace Plan is structured to preserve and enhance the community character by establishing a greenspace system that incorporates wildlife corridors, natural preserves, scenic roadways, key waterways, wetlands, upland buffers, agricultural lands, and pathways that link parks, schools and other community resources.

bit.ly/GreenspaceProtectionPlan
migreencommunities.com

The award was presented to the Meridian Township Board during their Meeting on Tuesday, October 16.



Photo includes Tom Frazier, Legislative liaison for the Michigan Townships Association and members of the Meridian Township Board



HOMTV WINS 1ST PLACE NATIONAL AWARD



Photo includes Deborah Guthrie, Communications Director and Brandie Yates, Executive Producer of HOMTV

Congratulations to HOMTV on receiving a first place national Hometown Award in Overall Excellence in Government Access from the Alliance for Community Media (ACM)!

ACM represents over 3,000 Public, Educational and Governmental (PEG) access organizations and across the country. The Hometown Media Awards honors and promotes community media and local cable programs that are distributed on PEG access channels.

Overall Excellence in Governmental Access is awarded to an organization who provides programming that addresses community needs, develops diverse community involvement, challenges conventional commercial television formats and moves viewers to experience television in a different way.

HOMTV is Meridian Township's award winning Government Access Channel providing residents with gavel-to-gavel coverage of Township meetings, daily news and more. Watch HOMTV on HOMTV.net and Comcast Channel 21.

bit.ly/HOMTVOverallExcellence2018



5151 Marsh Road
Okemos, MI 48864



ECRWSS POSTAL CUSTOMER

HOMTV

**THURSDAY
JANUARY 24**
6 PM - 8 PM

Golden Tape Awards Ceremony

Community Invited to Red Carpet Event at Studio C!

On Thursday, January 24 from 6:00 pm to 8:00 pm, HOMTV will host its annual Golden Tape Awards Ceremony and Intern Appreciation Event at Studio C! to celebrate the commitment and hard work of the 2017 - 2018 HOMTV Interns. Over the years, HOMTV's Internship Program has been recognized as an established and exemplary hands-on training program to retain and foster talent.

For the first time, HOMTV is inviting the community to show their support and celebrate the interns as they showcase their work. Attendees will receive star treatment by walking the red carpet to an "Academy Awards" style ceremony hosted by Wharton Center's Bob Hoffman as Master of Ceremonies. Guests will enjoy entertainment, hors d'oeuvres and media professional guest speakers.



Each year, HOMTV Interns continue to be a valuable asset to the Meridian Township community, volunteering around 14,000 hours as production crew and on-air talent for nearly 90 official Township meetings and over 600 HOMTV programs, as well as producing more than 1,000 stories and PSA's.

Those interested in attending or becoming a sponsor of the ceremony, please contact HOMTV Executive Producer Brandie Yates at yates@meridian.mi.us.



HOMTV

HOMTV is your source for community news. Since 1979, HOMTV has been providing exclusive gavel-to-gavel meeting coverage, news and informational programming covering Haslett, Okemos and Meridian Township community. HOMTV produces over 600 original programs a year and more than 1,000 stories and PSA's each year. HOMTV has an extensive hands-on TV internship program that provides training for up to 60 college students and non-traditional students each year. Interns host, produce, direct and create stories and programs provided to the community.

The call letters HOMTV are derived from Haslett and Okemos, the two major communities comprising Meridian Township. It is pronounced like the word 'home' to emphasize the station's focus on locally produced, nationally recognized and award-winning programming.

HOMTV is fully funded through video service provider franchise agreements with Meridian Township. Video providers must have an agreement with each municipality where service is provided and pay Franchise and PEG fees.

HOMTV
Meridian Township
Communications Department
5151 Marsh Road, Okemos, MI 48864
517.349.1232
Comcast Channel 21
homt.net
homt@meridian.mi.us

**WATCH NOV 6
LIVE AT 8PM**

HOMTV's General Election Night coverage for up to the minute results as the ballots are counted, detailed analysis of races and ballot proposals as well as candidate and voter reactions.

**BALLOT
MERIDIAN**

2018

Watch LIVE on HOMTV Comcast Channel 21, CAMTV Comcast Channel 30, HOMTV.net and Facebook facebook.com/HOMTV

FOLLOW US

 #BallotMeridian

517.349.1232

HOMTV



**YOUR SOURCE
FOR COMMUNITY
NEWS**

**PROGRAM
GUIDE**

HOMTV

Haslett • Okemos • Meridian

homt.net

MERIDIAN LIVE TOWNSHIP MEETING COVERAGE

Township Board

LIVE or REPLAY 6 pm 1st and 3rd Tuesday

Replays

Wednesday - 6 am, Saturday - 5:30 am

Planning Commission

LIVE or REPLAY 7 pm 2nd and 4th Monday

Replays

Tuesday - 7 am, Sunday - 10:30 am

Zoning Board of Appeals

LIVE or REPLAY 6:30 pm 2nd and 4th Wednesday

Replays

Monday - 7 am, Thursday - 9 am
Sunday - 8 am

Park Commission

LIVE or REPLAY 7 pm 2nd Tuesday

Replays

Friday - 7 am, Saturday - 10 am

Environmental Commission

LIVE or REPLAY 7 pm 3rd Wednesday

Replays

Thursday - 7 am, Friday - 9 am
Saturday - 11 am

* Program dates and times subject to change.

All HOMTV programs are
available on-demand and live
streamed at homtv.net.

ORIGINAL PROGRAMS



All Access Sports

Area high school sports highlights, along with features and in-depth interviews with coaches and players with an emphasis on the sports that don't get covered on other stations.



HOM Entertainment

A talk show program about arts and culture in and around Meridian Township, featuring interviews, performances and stories from local artists and entertainers.



Ballot Meridian

Educating the public on candidates running for office and ballot proposals includes live call-in debates, interviews, statements and LIVE election night coverage.



Meridian News Now

LIVE newscast covering Meridian Township, Haslett, Okemos and East Lansing. Meridian News Now keeps residents updated on Township news, events, issues, sports and business.



Beyond the Badge

Exploring the efforts of police, fire and public safety organizations in Meridian Township, Ingham County and the State of Michigan.



Open Line

A LIVE call-in program to discuss social issues that matter most to local residents. Viewers can participate by calling or asking questions via social media.



Coffee Break

A talk show program featuring community contributions of business leaders, entrepreneurs, local politicians, volunteers in the community and nonprofit organizations.



Senior Living

A program focusing on informing and educating seniors about options for health, socialization, recreation and other issues important to their well-being.



Community Connection

In-depth features about community members and their unique stories.



Throwback Thursday

Each week, we dig through the archives of our older programs and bring them back to life featuring interviews and programs throughout the years.

Special Features

Programs focused on special topics of interests that aim to engage the audience by creating a spotlight on a particular topic, person or civic organization. Press conferences and event coverage would also be included in this category. Special Feature programs are usually one episode only.

* Additional programs are available on the website.



HOMTV
Haslett • Okemos • Meridian



2018

HOMTV Program Sponsorship Opportunities "Your Source for Community News"



Become A HOMTV Sponsor

“Your Source for Community News”

From the Desk of the Executive Producer

“Creating television is an art as much as it is a learned craft. Every year HOMTV produces and televises hundreds of original programs on our channel. When you choose to become a sponsor, you are helping inform residents of Meridian Township about community events and news that matter most to them. For over 35 years, we have captured the corners of our Township that we may not have otherwise been seen. We look forward to your continued support and new ventures!”

For any and all sponsorships and donations, your business or organization will receive specific benefits including; recognition on our website, channel and throughout our network of over 31,000 residents, 24,700 website visitors and 1,500+ social media followers, a “Honorary HOMie” gift and more.

For more information on how you can become a sponsor contact homtv@meridian.mi.us or 517.853.4370.



Brandie Yates,
HOMTV Executive Producer
& Internship Coordinator

HOMTV is Meridian Township’s award-winning Government Access Television station located in Okemos, Michigan. HOMTV has been providing exclusive gavel-to-gavel coverage of Meridian Township’s official meetings since 1980 as well as producing original programs and community news since 1984. HOMTV is “Your Source for Community News” and available to 31,000 households in the communities of Haslett, Okemos and East Lansing. HOMTV produces a daily newscast, Meridian News Now; live Township Meeting coverage, Meridian Live; Coffee Break, All Access, Senior Living and more.

HOMTV has received over 260 national and regional awards for production excellence. Programs are mobile friendly and streamed LIVE and also available on-demand on the website, www.homtv.net. HOMTV is one of three Michigan PEG (Public, Education, Government Access Television) Channels providing closed captioning services for on-demand Township meeting coverage and the only one offering these services for all government meetings being televised.

HOMTV has an experienced staff and a fully equipped studio to provide high-end services, not only to internal departments and entities, but also for the community, businesses and residents. The services may include marketing in digital and print formats, social media promotions, video production and/or program creation.



SPONSORSHIP BENEFITS

“Your Source for Community News”

ACHIEVE YOUR PROMOTIONAL GOALS with a HOMTV Sponsorship



A large audience and opportunities for on-air and online impressions

- Available to 31,000 households in the communities of Haslett, Okemos and East Lansing and has 24,700 total visits year-to-date to www.homtv.net
- 7,500 total visits year-to-date to the website from social media platforms.
- Sponsored content cross-promoted on multiple programs providing increased frequencies and exposure for your message.
- Each year HOMTV televises approximately 90 official Meridian Township government meetings, over 600 programs and more than 1,000 stories and PSA's.

Experienced staff and fully equipped studio and control room for high-end services

- HD cameras, state-of-the art motion graphics system, LED lights, Chroma Key technology and cutting edge post-production capabilities.
- HOMTV has more than 100 years combined experience in the television production, communications and marketing industry.



WITH SO MANY BENEFITS...

Collaborating with HOMTV is a great way for your business and organization to reach the community!

Contact us to learn more about how to customize a marketing package for your brand!



HOMTV
Haslett • Okemos • Meridian

PROGRAMMING

“Your Source for Community News”

ALL ACCESS SPORTS



Segments:
Player of the Week
Featured Athlete/Team
Athlete/Coach Interview

Frequency:
Bi-Monthly

Replay Times:
34 x pr. 2 wk. period

Area high school sports highlights, along with features and in-depth interviews with coaches and players with an emphasis on the sports that don't get covered on other stations. MSU sports are also showcased on the show.

COFFEE BREAK



Segments:
N/A

Frequency:
Bi-Monthly

Replay Times:
26 x pr. 2 wk. period

A talk show program used to highlight business leaders, local politicians, volunteers and nonprofit organizations in the community.

COMMUNITY CONNECTION



Segments:
N/A

Frequency:
March
June
September
December

Replay Times:
156 x pr. 3 mo. period

A feature show about community members and their unique stories.

HOM ENTERTAINMENT



Segments:
Wharton Center Interview
Musical Guest Performance
Entertainment Reporter
Demo
“What’s Happening”

Frequency:
Monthly

Replay Times:
64 x pr. month

A talk show centered on arts and culture featuring interviews, performances and stories from local artists.

PROGRAMMING

“Your Source for Community News”

INSIDE OKEMOS ATHLETICS

Segments:

Two Minute Drill

Frequency:

Weekly
(during school
year)

Replay Times:

LIVE 3:00 pm Wed.
17 x pr. week



A weekly sports interview program used to profile Okemos High School student-athletes and coaches.

SENIOR LIVING

Segments:

Grandpa Cooks
Planning for the Future
Out On the Town

Frequency:

Monthly

Replay Times:

64 x pr. month



A program that focuses on informing and educating seniors about their options for health, socialization, recreation and other issues important to their well-being.

**All program air times subject to change.*

**Additional programs are available at homtv.net.
If you would like to sponsor a new program or segment,
please contact us at homtv@meridian.mi.us**

COVERAGE AREA

“Your Source for Community News”

CABLE ACCESS

HOMTV is carried on Comcast Channel 21, which is available to 31,000 households in the communities of Haslett, Okemos and East Lansing. The channel is programmed for 24 hours, 7 days a week.



DIGITAL ACCESS

HOMTV's programming is live streamed 24/7 and available on-demand at www.homtv.net. Various programs are streamed live on Facebook, as well.



News stories can be accessed from the HOMTV website, Facebook, Twitter and YouTube from any device.

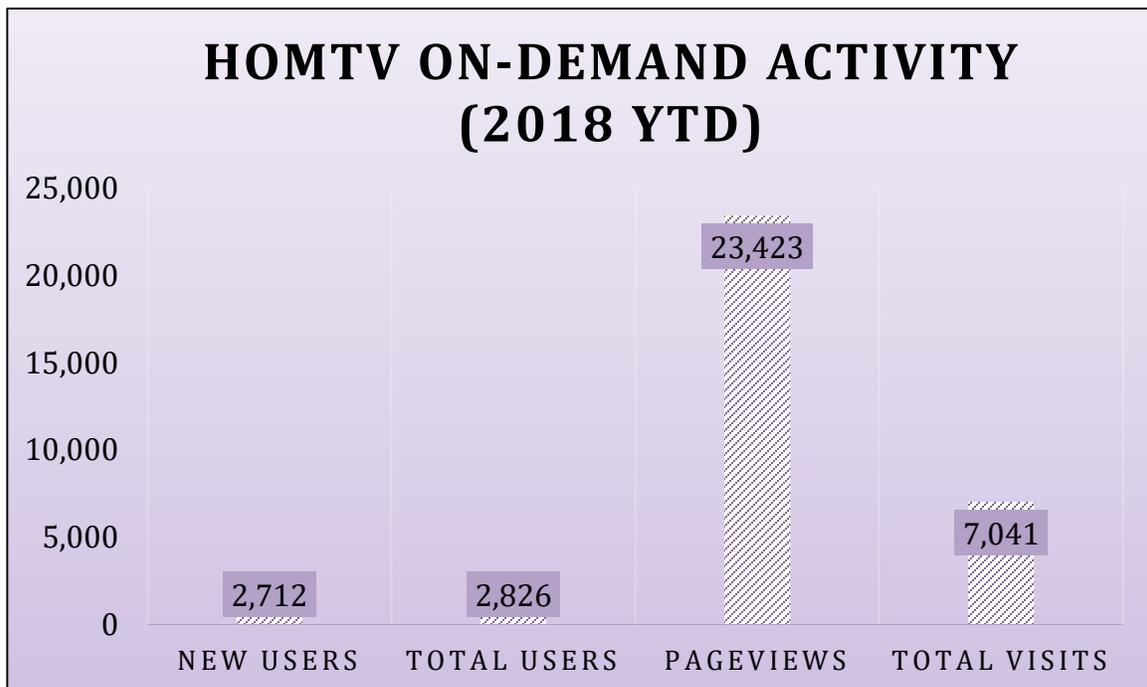
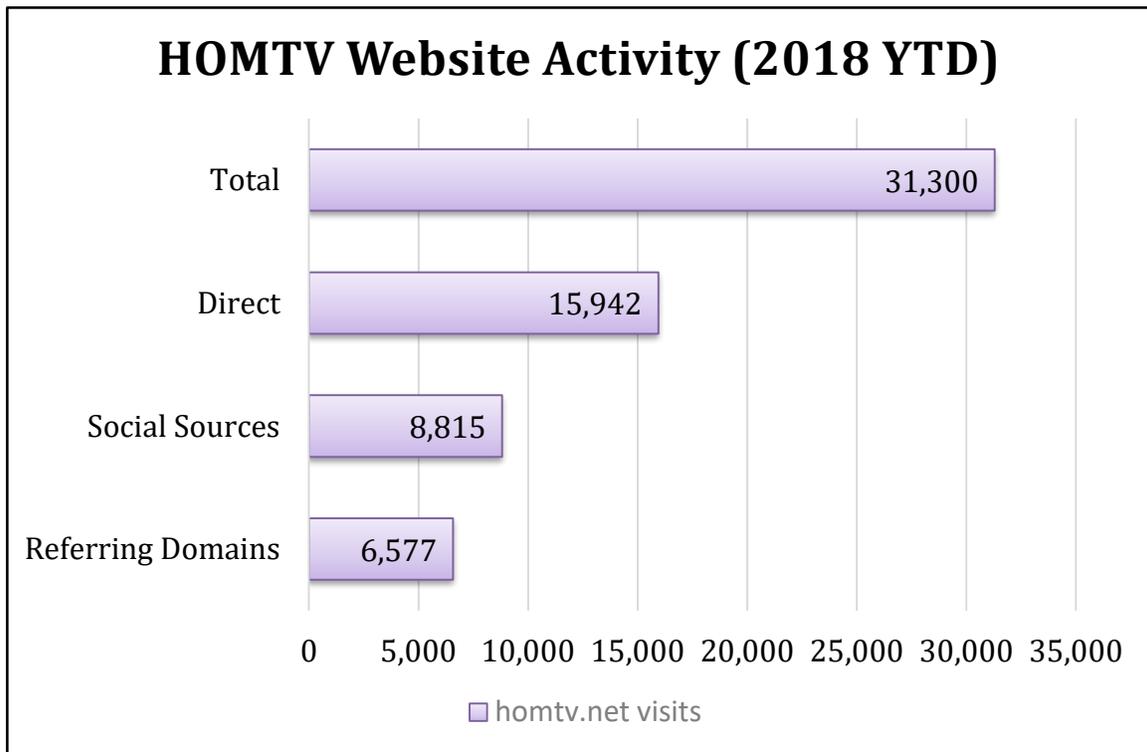


For all the latest news and information, follow HOMTV on Twitter @HOMTV, twitter.com/HOMTV or become a fan on Facebook at facebook.com/HOMTV.



FOLLOWERS, LIKES & OVERALL REACH

“Your Source for Community News”



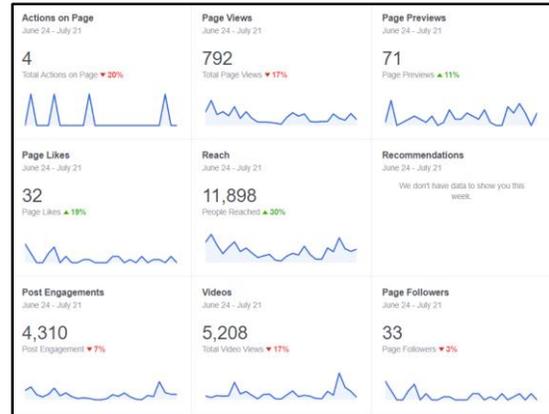
FOLLOWERS, LIKES & OVERALL REACH

“Your Source for Community News”

HOMTV Social Platforms:

Facebook:

- 1,539 Page Likes
- During the month of June 2018, HOMTV’s Facebook videos received 6,992 Video Views.
- During the month of June 2018, the number of people who had any content from your page or about your page enter their screen was 24,193. Organic reach (not paid)



Twitter:

- 1,739 Followers
- During the month of June 2018, HOMTV’s Tweets earned 61.5K impressions in the 30 day period at 2.1K impressions per day.

YouTube:

- 110 Subscribers
- 37,962 Views since October 2012

Instagram:

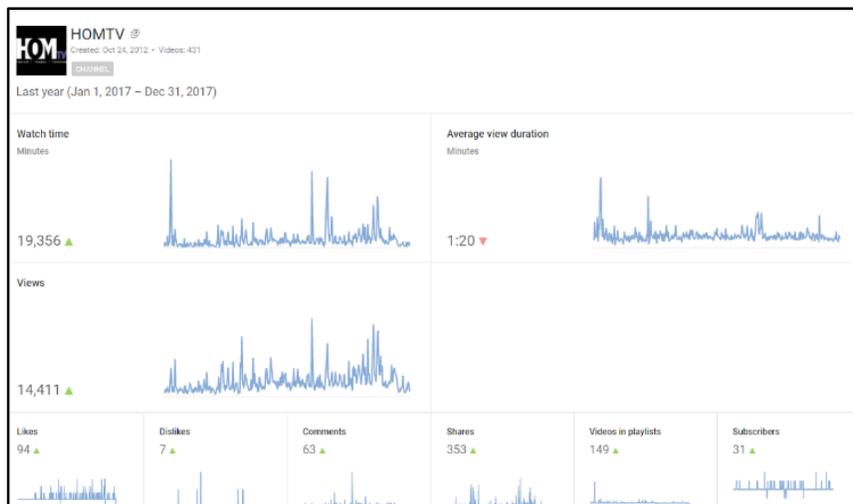
- 270 Followers
- July 16-July 22 = reached 190 Instagram Accounts
- July 16-July 22 = 2,333 impressions

LinkedIn:

- 1,149 Followers
- In the Last 30 Days (June 22-July 19) – 1,068 organic impressions

YouTube:

- 31 new subscribers in 2017
- 14,000 + views in 2017.



TESTIMONIALS

“Your Source for Community News”



“HOMTV is a valuable partner in providing coverage of events that matter to our communities. When working with them, I’m impressed by the quality of their work and professionalism that they display. We’ve found that coverage and promotion of events on HOMTV, like the 9/11 World Trade Center Memorial Quilt event which led to increased visits and, in turn, added to the overall success of the event.”

Scott Duimstra
Executive Director



"As the athletic director at Okemos High School, I've had an opportunity to work with HOMTV over the last five years in many capacities. I've always been impressed with their quality of work. Most recently, we partnered together on the "Career in Sports Night" at OHS. Their marketing, promotion, and coverage of the event was second to none. It helped increase attendance and enhanced the overall experience for all participants. I couldn't recommend HOMTV more highly."

Ira Childress
Athletic Director



“As a non-profit organization, the Capital Area Humane Society (CAHS) doesn’t have an advertising budget to feature our available pets on television or radio. Three years ago, HOMTV contacted CAHS and kindly offered to share information about one of our adoptable pets each week. Recently, we had the pleasure of working with one of the interns who was able to come to the shelter and take video of our pets in action. We are extremely grateful to HOMTV for helping us promote our pets and the great work we do. “

Penny Myers
Community Relations Manager



TESTIMONIALS

“Your Source for Community News”



“HOMTV is very professional and great to work with. The staff is knowledgeable and friendly. HOMTV’s program has an outstanding reach into the community which really helps get your message out. They care about what they do!”

Todd TJ Duckett
Founder and Owner



“I absolutely love my time at HOMTV! Deborah and Brandie are so down to Earth and make the segments fun and entertaining. I also get lots of positive comments from viewers after the segments have aired. Everyone at Wharton Center enjoys working with the HOMTV team. They are professional, easy to work with, and help us spread the news about the amazing events coming to Wharton.”

Bob Hoffman
Public Relations Manager



Whether it’s promoting community involvement, raising awareness, covering sports and education or supporting your local business, HOMTV would like to partner with you and make you feel at HOME!



CONTINUING EXCELLENCE

“Your Source for Community News”

High Quality Results

HOMTV has been honored with more than 260 National & Regional Awards, including our most recent awards:

2018:

- 1st Place for “Overall Excellence in Governmental Access” in the \$650,000-\$1,000,000 Division from the National Alliance for Community Media (ACM) Hometown Media Awards.
- 1st Place for “Invasive Plants” PSA in the Student Division from the ACM Hometown Media Awards.
- Honorable Mention for “Government Access Station Web Site” from the National Association of Telecommunications Officers and Advisors (NATOA) Government Programming Awards Competition.
- Finalist for “HOMTV Overall Excellence” in the Overall Excellence in Combined PEG Access from the ACM Hometown Media Awards.

2017:

- Finalist for “Overall Excellence in Combined P.E.G. Access” in the ACM Central States Philo Festival of Media Arts Competition.
- 1st Place Winner for “Ballot Meridian Primary Election Night” in the Political Awareness Category in the ACM Central States Philo Festival of Media Arts Competition.
- 3rd Place Winner for “Ballot Meridian 2016 Election Coverage Promo” in the Event/Program Promotion (Operating Budget under \$300,000) Category from the National Association of Telecommunications Officers and Advisors (NATOA) Government Programming Awards Competition.



Thank you for considering HOMTV! For additional information or to schedule an appointment to discuss a customized sponsorship, please contact us.

Brandie Yates, Executive Producer
yates@meridian.mi.us
W 517.853.4208
5151 Marsh Road | Okemos, MI 48864
www.homtv.net

Andrea Smiley, Comm. Admin. Asst.
smiley@meridian.mi.us
W 517.853.4384
5151 Marsh Road | Okemos, MI 48864
www.homtv.net



SPONSORSHIP GUIDELINES

“Your Source for Community News”

HOMTV’s Sponsorship Guidelines

General:

- HOMTV will actively develop and use funding sources to help finance enhanced services, new technologies, expanded or renovated facilities and enriched programming.
- These funding sources will include business/organization sponsorships, funds raised by HOMTV Alumni, individual donations/gifts and grant awards from state and federal governments and/or private foundations.
- Although these funding sources may play a role in supporting HOMTV, it cannot replace the Franchise and PEG fees received from Comcast and AT&T, which provide the main source of revenue to operate HOMTV.
- Additional funding will always be used in accordance with HOMTV’s mission, values, goals and policies.
- Sponsors may designate their financial support to any valid need of HOMTV. These donations will be used for the purposes identified.
- Gifts made for other purposes need to be approved in advance by the Executive Producer and Communications Director in consultation with the Communications Commission.
- A sponsorship is a mutually beneficial agreement between HOMTV and an outside organization, wherein the organization contributes funds, goods or services to HOMTV in return for recognition, acknowledgement and/or other promotional considerations.
- All sponsorship spots regardless of the company must include a message of support for the company paying for the spot, i.e. “<Show Name> or <Show Segment> is sponsored by <Company Name>”.
- HOMTV reserves the right to refuse any sponsorships within its discretion that may not be in keeping with its mission, values, goals and policies.
- HOMTV does not accept sponsorships from the following business types; Political candidates and/or organizations, Lotteries and Casinos identifying or describing gambling activities.
- Recognition of the sponsorship will be handled by HOMTV staff, in accordance with FCC guidelines.

HOMTV reserves the right to refuse any company that does not meet the underwriter guidelines.

Sponsorship FCC Credit Guidelines

A business, service or event must be described in value neutral terms which avoid comparative or qualitative claims, superlative descriptions or promotional language. Examples include: expert, finest, leader, best, greatest, most reliable, etc.

Sponsorship credit spots may not contain calls-to-action or solicitation of direct consumer response. Examples include: call today, stop in, give it a try, etc. Price or value information is not allowed.

Wording that speaks directly to the consumer is not allowed. Examples include: you, I, we, me and our.

Slogans coined for specific marketing campaigns are not allowed.

FCC Determinations

Acknowledgments may be made for identification purposes only and should not promote the contributor’s products, services or company. For example, logos or logograms used by corporations or businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor’s products or services.

Company slogans which contain general product line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible. The inclusion of a telephone number or web address in an acknowledgement is within these general guidelines and is therefore permissible.

The FCC relies on the good faith determinations of Public, Educational and Government broadcasters in interpreting its non-commercialization guidelines.



Become A Sponsor

Program Sponsorships

	Show Sponsor \$1,000	Segment Sponsor \$500
Logo and/or Recognition in credits	X	X
Name Recognition on program page homtv.net	X	X
Logo and/or recognition eNewsletter	X	X
Aired on channel during replay	X	X
LIVE streamed on homtv.net during replay	X	X
Website Promo - 2"x3", 2 wks. Prior	X	
Social Mentions - 1 pr. Wk./2 wks. Prior	X	
Facebook banner promo 1 week prior to show	X	

Event Website & Social Media Promos

Feature Story - \$200	Story about your community event featured on homtv.net and newscast
Facebook Banner - \$200	Banner with logo recognition on HOMTV Facebook 1 week prior to event
Social Mentions - \$100	Two (2) mentions pr. wk. on HOMTV's Facebook and Twitter, 2 wks. Prior
Website Promo - \$50	Promo on homtv.net, 2"x3", 2 weeks
eNewsletter Promo - \$50	Promo in weekly HOMTV Newsletter, 2"x3", 1 week



2018 Media Sponsorship Commitment Form

Company/Organization Information

Company/Organization Name:	
Contact Person:	
Address:	
City/State/Zip:	
Phone:	
Email:	
Website:	

Commitment Level

<input type="checkbox"/> Show Sponsor - \$1,000	<input type="checkbox"/> Social Mentions - \$100
<input type="checkbox"/> Segment Sponsor - \$500	<input type="checkbox"/> Website Promo - \$50
<input type="checkbox"/> Feature Story - \$200	<input type="checkbox"/> eNewsletter Promo - \$50
<input type="checkbox"/> Facebook Banner - \$200	

Total Value: \$ _____

Authorized Signature: _____ Title: _____



Haslett • Okemos • Meridian

Your Source for Community News

PRODUCTION SERVICES RATE CARD

PRODUCTION PACKAGES

Each package includes pre-production consultation, field or studio production, post-production editing, graphic creation, finalizing and dubbing per video produced.

Production Package A.....\$2,200

6 + person crew

4 hours

- \$150 for each additional hour

Production Package B.....\$1,700

3-5 person crew

4 hours

- \$150 for each additional hour

Production Package C.....\$1,200

1-2 person crew

4 hours

- \$150 for each additional hour

HOMTV has an experienced staff and fully equipped studio and equipment to provide high-end production services.

517.853.4370 homtv@meridian.mi.us
homtv.net

A LA CARTE PRODUCTION SERVICES

**30 Second Marketing or
Commercial Video \$500**

**Marketing or Commercial
Video. . . . up to \$1,500 flat rate**
1 video up to 10 minutes in length

- Includes pre-production consultation, field or studio production, post-production editing, graphic creation, finalizing and dubbing

Editing/Graphics Only \$90
1 person crew **per hour**

- Includes pre-production consultation
- Use existing footage provided for post-production editing and graphic creation
- No field or studio production
- \$15 to finalize and dub 1 copy

**Field Production
Shooting Only \$90**
1 person crew **per hour**

- Includes pre-production consultation
- Single camera shooting
- No editing or graphic creation
- \$15 to finalize and dub 1 copy



HOMTV & CAMTV are operated by the
Communications Department of Meridian Township

