



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
REGULAR MEETING
August 25, 2021 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. June 2, 2021 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
 - A. Department Goals & Project Update Report – August 2021
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair’s Report
 - B. Township Board Liaison’s Report
 - C. Commissioner Reports
8. ACTION ITEMS
 - A. Disposal of Surplus Equipment
 - B. Communications Commission Rules & Procedures Revisions
9. DISCUSSION ITEMS
10. COMMUNICATIONS
 - A. Compliments/Complaints
 - B. Correspondences
11. REPORTS
 - A. Video Service Provider(s)
 - B. Programming
 - i. Program Totals and Video On-Demand Analytics
 - C. Website & Social Media
 - i. Website Analytics
 - ii. Social Media Analytics
 - D. Promotions/Publications
 - E. Finance
12. PUBLIC REMARKS
13. ADJOURNMENT

All comments limited to 3 minutes, unless prior approval for additional time for good cause is obtained from the Commission Chair.

Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Communications Department; Communications Manager, Brandie Yates, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4208 - Ten Day Notice is Required.
Meeting Location: 5151 Marsh Road, Okemos, MI 48864 Administrative Conference Room



CHARTER TOWNSHIP OF MERIDIAN
Communications Commission Regular Meeting **DRAFT** minutes
Virtual via Zoom Conferencing
Wednesday, June 2, 2021 6:00 pm

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

1. **CALL MEETING TO ORDER**

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

3. **PUBLIC REMARKS**

John Gardner, Retired Comcast Regional Director, External Affairs spoke about his retirement from Comcast and wanted to express his appreciation and time working with Deborah Guthrie and the Township. Thanked the Commission for their hard work and support.

Ben Miller – Meridian Township Resident will be replacing John in his role and he is looking forward to working with the Commission.

4. **APPROVAL OF AGENDA**

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

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Commissioner Charles moved **TO APPROVE THE MINUTES FOR WEDNESDAY, APRIL 7, 2021 REGULAR MEETING**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Deputy Township Manager Derek Perry – Broadband Updates

Derek is leading the efforts on Broadband. In the exploratory phase in this goal. Looking at maps, speed levels, etc. Looking to bring in a consultant to meet the Township Board goal. Working with Ingham County, surrounding communities to see about interest level. Where will the money come from? Hopeful that Ingham County to put an RFP together and have a consultant on board by the end of summer and do the survey that is needed. Right now, we have more questions than answers.

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Commission concerned with 5G making broadband irrelevant. Depending on the area, a combination of connectivity will be needed. Technology needs to be expanded in the future. Roles of the work groups will probably be determined after a consultant is brought on board. Need a consultant to guide the process. Work groups could change once that happens.

Department Goals & Project Updates

Township website refresh is moving along. Looked at wire frame options and in the design phase. Can provide statistics from the web heat map. Created a new logo for the Harris Nature Center. Do some housekeeping in the Studio, Server Room and Control Room. Interns will return in-person. In-person meetings will begin again in July. The Summer Semester has 14 new Rookie interns. Another issue of the Prime Meridian Magazine is planned for the end of June.

Granicus is having some hosting issues and the website is running a little slower.

7. **COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Township Board Liaison

Passed a number of Resolutions including Pride Month. There is a large drain project for Meridian Township. Working with Ingham County Drain Commission. Recreational Marihuana has been taken off of the Board agenda for now. Recreational Use Facilities is under discussion. Commented on previous public comments from John Gardner and to share how dedicated he was to having a working relationship with the Township and how much support he provided to the Township.

Commissioners Report

Looking to create a mission and vision statement for the Commission and they need to be as brief as possible, almost like a tag line. Commissioner looked up tag lines from other communities.

Communications Manager expressed sharing brand descriptor key words for the Township to help with the description of the Communications Commission. The Township already has a brand tag line, A Prime Community, and the mission and vision statement for the Commissioner is a little more casual to help explain what the Commission does for the Township to community members who may want to serve on the Commission.

8. **ACTION ITEMS**

A. 2022 Equipment Budget Recommendations

There is a lot of aging equipment in the Studio and Server Room. PEG fees will be applied to new HVAC expense. Other PEG fees will be applied to sound proofing the Studio and new curtains for the Studio.

Commissioner Charles moved to **MAKE A RECOMMENDATION TO THE MERIDIAN TOWNSHIP BOARD TO APPROVE THE 2022 RECOMMENDED EQUIPMENT AND PEG FEE ALLOCATED PURCHASES**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously.

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11. REPORTS

- A. Video Service Provider(s)** – The Commission was introduced to the new Comcast Regional Representative Ben Miller.
- B. Programming** – Brought back animal show, looking to reinvent and create new programs.
- C. Website & Social Media** – Meridian Cares and Green Meridian Facebook pages have been shut down and created campaigns for the Township FB pages, #wecarewednesday and #thinkgreenthursday. HOMTV has 2 new SM & Promotion Interns for the summer to help out.
- D. Promotions/Publications** – working on the next PMM and a HOMTV Scoop with a digital flair through the use of Flipsnack. Introducing new summer HOMTV interns on Instagram.
- E. Finance**
- F. HOMTV Internship/Alumni**

12. PUBLIC REMARKS

N/A

13. ADJOURNMENT

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

VOICE VOTE: Motion carried unanimously

Vice Chair Benenson adjourned the meeting at 7:47 pm.



Communications
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COMMUNICATIONS MANAGER REPORT

Communications Department Update (8/6/21):

Upgrade and Refresh Township Website



The Communications Team has been attending weekly project meetings for the Township website redesign project. The homepage wireframe has been approved, the main navigation sitemap has been completed and the full website design has been approved. The project is now in the third phase of the project which is the Development Phase. Content creator workflow changes, site development and content migration is included in this phase of the project. Once these steps are complete, the development site will be reviewed, the website will be transferred to staging and any additional training of the new site will be conducted. Currently the estimated go live date is November 2021.

Staff continues updating content on the current website to make for a smoother transition to the newly designed website. Staff also has been attending Granicus University training sessions on workflow management, new widgets and components, ADA compliance and content clean-up.

Marketing and Communications

The Communications Team has been training and working with key marketing contributors from various Township Departments to assist with flyers, social posts, photos and graphics. One tool that we have shared with other department teams is the Canva team collaboration software. This makes it very easy to assist other departments with brand standards (fonts, colors, etc.) for marketing pieces.

The Township's various social media platforms continue to be a great way to connect with the community and provide necessary information. Since January our social media accounts for the Township have grown substantially, with our greatest communication platform being our NextDoor account. This account now reaches over 11,000 households which is over 50% of the residents in the Township and it is still growing. We are also building our audience by following the analytics closer and posting content that engages our target audience.



With the assistance of our summer social media interns, the Communications Department began sending out a HOMTV digital newsletter called Home Sweet HOMTV – Your Weekly Scoop. This newsletter is sent to a list of approximately 3,100 subscribers with an average open rate of 30% and a click rate of 10%, which is high when compared to the industry average.

T-shirt Fundraisers started by the Communications team, continue to be a success for the Township. Meridian Cares has raised over \$500, to date, and this year we added the HOMTV Supporter (community fundraiser) and HOMie4Life (HOMTV Alumni) t-shirt campaigns, which have both helped raise money for the HOMTV Internship program. We are hoping to add a Township campaign very soon.



The Communications Department celebrated our HOMTV Interns on National Intern Day, July 29. This year was the first year we opened the event up to the community. We provided a picnic luncheon, games, drawings and even a little dancing. We were joined by other Township Department interns, Township Board members, Management Staff and some community members.

As part of the new social media strategy, the Communications Team added new project management software. This software will allow for better team collaboration, task management and content organization.

HOMTV Operations & Equipment

HOMTV continues producing and televising both virtual and in-person Township Board and Commission meetings. HOMTV interns have been re-introduced into the production as crew and on-air talent for HOMTV's coverage of Township meetings. The live meeting coverage can be viewed live on the HOMTV channel, website, Facebook and YouTube. Meetings are also available on-demand at www.homtv.net.

Hybrid Township meetings have also been produced for the first time. Staff worked with the IT Department to ensure equipment was configured correctly in order to broadcast the hybrid meetings to the public, without issue.



Staff continues working on the HOMTV Server Room Reconfiguration Project with a local engineer and the Meridian Township IT Department. Significant progress has been made to remove old

equipment as well as install new equipment. A new encoder for CAMTV was installed, as well as a new encoder for Swagit that provides live closed captioning for all Township meetings. The existing equipment and cabling are currently being labeled and organized, while continuing to remove any old equipment or cables as needed. Disposal of the outdated surplus equipment will occur this fall. Staff will attempt to sell the equipment that still has value and recycle or dispose of the rest of the equipment, once approved to do so.



HOMTV Programming & Internship



HOMTV has resumed in-studio productions with the live newscast, Meridian News Now, produced weekly. Nearly 20 intern stories air in each weekly Meridian News Now show. Each month, HOMTV begins expanding program offerings on the channel of both returning and new shows: All About Animals, Your Choice 2021 May Special Election coverage, Meet Your Elected Officials and the Summer Concert Series.

Although many in-person programs, stories and interviews have returned, HOMTV staff and interns have adapted to also include virtual programming as well. Some virtual programs include Virtual View and a new Back to School series airing in August/September. Providing both in-person and virtual productions has expanded programming at HOMTV.



The Summer 2021 Semester of the HOMETV Internship Program started virtually at the end of May. The first three weeks of the internship were conducted virtually, so that staff could train the interns before returning to in-person. Once the interns started in-person, training increased and interns were given opportunities to shoot and edit their own stories in the field with HOMETV equipment. Due to the internship being in-person this semester, the interns have been able to gain more hands-on experience in the studio, field and control room than most of the recent semester interns. This semester consisted of 14 new interns and 3 returning interns. The summer semester will end on August 20 and the fall semester will begin in early September.





Communications
Commission

Commission Members Reports & Announcements



Communications
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Action Items



8A.

To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: August 12, 2021
Re: Disposal of HOMTV Surplus Equipment

One of the main projects of the Multimedia Production & Operations Specialist, which began in 2020 and has continued into 2021, has been reconfiguring and reorganizing the HOMTV Server Room. Part of this process includes removing old equipment from the server racks that has been unused or broken for many years. Removing and disposing of this old equipment will allow for the installation of new equipment in the future.

In addition to the Server Room, the Multimedia Production and Operations Specialist has assessed all pieces of equipment HOMTV currently owns in order to see if it is working or needs to be replaced. One such example of this is the HOMTV Intern Room. This will involve the removal of old computers that are no longer functioning properly. The computers taken out will be replaced with new ones.

In the event that the equipment cannot be sold due to its depreciated value or working order, it will be disposed of properly at the upcoming Regional Electronics Recycling Day in September 2021.

Staff is requesting that the Communications Commission move **TO APPROVE THE SALE OR DISPOSAL OF SURPLUS PRODUCTION EQUIPMENT.**

HOMTV Surplus Equipment August 16, 2021

| Name | Model Number | Serial Number | Quantity | Description | Disposal Method |
|--------------------------------------------|-----------------|-----------------------|----------|-----------------------|-----------------|
| Broadcast Pix Granite Server | X16-96096 | 70045-587-588-221 | 1 | Video Server | Recycle |
| Broadcast Pix Granite 5000 & 5000+ Servers | X18-82127 | 00180-966-783-544 | 2 | Video Server | Sell or Recycle |
| Broadcast Pix Video Switch Board | NA | NA | 1 | Video Switcher | Sell or Recycle |
| BluRay DVD Player | SR-HD1500US | 106V0029 | 1 | DVD Player | Recycle |
| MicroNet Drives | NA | G639757 | 1 | Drives | Recycle |
| Panasonic Boxed TV | NA | NA | 1 | TV Monitor | Recycle |
| HP LaserJet Printer | NA | NA | 1 | Printer | Recycle |
| MiniView Pro | GCS1108 | A1D-046A5-0107 | 1 | KVM Switch | Recycle |
| Dell PowerEdge Server | 09Y405 | 00085-121-495-311 | 1 | Windows Server | Recycle |
| Granicus Encoder | NA | 2.51776E+11 | 1 | Encoder | Recycle |
| Samsung Computer Monitor | NA | NA | 1 | Monitor | Recycle |
| TVU Server Box | TX3200V3 | KF321BYJKD239 | 1 | Field Server | Recycle |
| TVU Backpack and Accessories | NA | NA | 1 | Field Switcher | Recycle |
| Panasonic Video Camera | AG-HPX500P | B8TS00009 | 1 | Video Camera | Sell or Recycle |
| Q Logic | NA | 1109H00535 | 1 | FibreJet | Sell or Recycle |
| EZ News Server | HM1FVR1 | 077FRW | 1 | Scripwriting Software | Recycle |
| Samsung Computer Monitor | S20A350B | ZBC5H9NB900147H | 1 | Monitor | Recycle |
| Dell Computer Monitor | 1905FP | 0T6116-71618-51I-ACPF | 1 | Monitor | Recycle |
| AOC Monitor | NA | NWSK6JA000162 | 1 | TV Monitor | Recycle |
| Mac Pro Tower (Intern Room) | | | 1 | Computer | Recycle |
| Mac All-In-One (Intern Room) | NA | W8904ADY250 | 1 | Computer | Recycle |
| Mac Pro Tower (Intern Room) | A1289 | H0141025EUG | 1 | Computer | Recycle |
| Mac All-In-One (Control Room) | NA | W87492XRZCT | 1 | Computer | Recycle |
| Mac Pro Tower (Noise Room) | NA | H0141041EUG | 1 | Computer | Recycle |
| Rorke Data | ESDS S16S-J2000 | TW3S000A1110000014 | 1 | Sever | Sell |
| Rorke Data | ESDS S16F | TW3B000A1128000012 | 1 | Server | Sell |
| Tascam CD | NA | NA | 1 | CD Player | Recycle |
| RDL Box | NA | NA | 1 | CD Player | Recycle |
| Marshall Monitors (2 CR, 1 NR) | NA | NA | 3 | Monitor | Recycle |
| Videotek | NA | NA | 1 | DVD Player | Recycle |
| Panasonic TV Monitor (Control Room) | NA | NA | 1 | Monitor | Recycle |
| Tascam (NR) | NA | NA | 1 | DVD Player | Recycle |
| Funai DVD Player (CR) | NA | NA | 1 | DVD Player | Recycle |
| Betamax DVD Player (CR) | NA | NA | 1 | DVD Player | Recycle |
| HP Laptop | NA | NA | 1 | Laptop | Recycle |



8B.

To: Communications Commission
From: Brandie Yates, Communications Manager
Date: August 18, 2021
Re: Communications Commission Rules & Procedures Revisions

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

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

At the April 7, 2021 and June 2, 2021 meeting, revisions to the Communications Commission Rules & Procedures were presented to the Communications Commission for final review and feedback. Staff has edited the document to reflect the recommended revisions from those meetings.

Staff is requesting the Commission **MOVE TO APPROVE THE ADDITIONAL PROPOSED REVISIONS TO THE COMMUNICATIONS COMMISSION RULES & PROCEDURES AS RECOMMENDED.**



COMMUNICATIONS COMMISSION RULES AND PROCEDURES

RULE 1: AUTHORITY

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

RULE 2: MEMBERSHIP

2.1 Members. The Commission shall consist of five regular members and two alternate members appointed by the Meridian Township Board. The Commission may recommend names of suggested appointees to the Township Supervisor. Members must be residents of the Township with an interest in telecommunications, communications and/or marketing of the Township. Conflicts of interest that would inhibit a person's ability to serve on the Commission includes employment by a video/internet service provider or communications company.

2.2 Alternate Members.

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

RULE 2: MEMBERSHIP (cont'd.)

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

2.4 Attendance. Members of the Commission who are absent from more than three consecutive, regularly scheduled Commission meetings and work sessions or more than thirty percent of the regularly scheduled Commission meetings and work sessions in a calendar year, shall be subject to

review and possible recommendation for removal by the Township Board. Exceptions may be made if absences are due to the conduct of other business as authorized by the Commission.

RULE 3: TERMS OF OFFICE

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

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

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

RULE 4: OFFICERS

4.1 Selection. At the last or first regular meeting in a calendar year, the Commission shall select from its members a chairperson and vice chairperson.

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

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

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

RULE 5: RESPONSIBILITIES AND AUTHORITY

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

1. Discuss franchises and franchise applications.

2. Advise the Township Board on franchise applications.
3. Advise the Township Board on revocation of franchises.
4. Make recommendations to the Township Board on resolution of disputes between franchisees, subscribers and access users.
5. Advise the Township Board on rate regulation for municipal owned broadband, when applicable.
6. Make recommendations to the Township Board on operational policies of local access channels.
7. Encourage the use of access channels.
8. Encourage and supervise the interconnection of systems.
9. Review and report to the Township Board on franchise compliance.
10. Make recommendations to the Township Board for video equipment and maintenance purchases from PEG fee funds.
11. Conduct system evaluations and make recommendations to the Township Board regarding franchise amendments and ordinance amendments.
12. Evaluate, research and advise the Township Board in the implementation, and expansion of, broadband and internet connectivity in Meridian Township.

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

1. To hear informal complaints by subscribers and advise them to contact the Michigan Public Service Commission (MPSC) for pursuing the informal or formal complaint process. (Exhibit F)
2. To designate the use of Public, Education and Government (PEG) Access Channels by franchisees.
3. To approve rules for usage of PEG channels and review content for usage compliance, as outlined in channel operational policies.
4. To direct franchisees to construct or repair parts of the cable system.

5. To review financial reports of the franchisees.
6. To recommend the percentage of franchise fees and PEG fees on new services or non-subscriber revenues.

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

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

RULE 6: COMMISSION MEETINGS

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

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

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

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

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

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

chairperson or shall be called at the request of three members of the Commission.

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

6.8 Notice of Meetings. Notice of meetings and the agenda for business shall be posted according to existing Township procedure. Commission members shall be notified as soon as possible

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

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

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

RULE 7: RECORDS

7.1 Meeting Records. The Communications Manager (or designee) shall be responsible for minutes of each meeting of the Commission and for maintaining the official record, including all Commission actions. An audio recording device shall be used whenever possible to improve the accuracy of meeting minutes.

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

7.3 Closed Sessions. Minutes of closed session shall be maintained separately by the Meridian Township Clerk's Office and not disclosed to the public except upon court order. Minutes of closed sessions may be destroyed one year and one day following their approval.

RULE 8: COMMITTEES

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

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

8.3 Quorum. A majority of committee members shall constitute a quorum for committee meetings. A Standing or Special Committee shall open its meetings to the public in compliance with the Open Meetings Act if it has more than two commissioners present.

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

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

8.6 Dissolution. The Commission may discharge a committee from further consideration of any matter

upon approval of a majority of the Commission.

RULE 9: APPEALS OF PROGRAMMING DECISIONS

9.1 Filing. Appeals may be filed with the Commission by any person aggrieved by a programming decision made by the Communications Manager.

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

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

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

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

RULE 10: PUBLIC HEARINGS

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

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

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

10.4 Complaint Hearings. The Commission will hear informal and formal complaints of municipally owned systems.

RULE 11: RESCISSION

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

RULE 12: SUSPENSION OF RULES

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

RULE 13: AMENDMENTS

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

RULE 14: ANNUAL REPORT

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

EXHIBIT B: EXAMPLES OF PURPOSES FOR INFORMATIONAL HEARINGS

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

EXHIBIT C: GENERAL PROCEDURES FOR PUBLIC HEARINGS

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

- d. Discussion and questioning by Commission members.
- e. Final remarks by applicant.
- f. Adjournment.

EXHIBIT D: PROCEDURES FOR PUBLIC PARTICIPATION AT MEETINGS

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

EXHIBIT E: FORMAT FOR PROGRAM APPEALS

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

EXHIBIT F: FILING A TELECOMMUNICATIONS AND VIDEO COMPLAINTS TO THE MICHIGAN PUBLIC SERVICE COMMISSION (MPSC)

All informal electric, natural gas, telecommunications and video complaints received at the MPSC will be processed in accordance with the appropriate rules and laws.

When you contact the MPSC with a complaint, it will be sent to the company for an investigation. The company has up to 10 business days (2 weeks) to investigate and work towards a resolution. During this time the company may be in touch with you. At the conclusion of the company's investigation, they will provide the MPSC with a thorough and detailed response at which time the MPSC will conduct a review to ensure that it is in accordance with all enforceable rules and regulations. The MPSC will then communicate the findings of the informal complaint with you.

Filing Complaints Online:

www.michigan.gov/mpsc

Filing Complaints by Phone:

1.800.292.9555

Filing Complaints by Mail:

MPSC Customer Assistance

P.O. Box 30221
Lansing, MI 48909

Providing a safe and welcoming, sustainable, prime community.



A PRIME COMMUNITY
meridian.mi.us



Communications
Commission

Compliments/ Complaints

Individual Video Provider Customer Intakes

Complaint Number 2021-003

Date 7/27/2021 **Name**

Street Address

City / Zip

Work Phone

Ext

Cell Phone

Home Phone

Email

Best Time to Call

Best Time to Service

Service Provider Comcast

Reason for Calling Complaint

Unburied Cable

Waiting for Service

Missed Service Call

Cable Box

Bad Reception

Cable Out

Cannot Phone

Other

Bad Treatment

Bad Information

No Response to Request

Problem Description Staff was contacted by a resident's attorney concerning a contractor hired by Comcast. The contractor, Lightning Drilling drilled through the resident's sewer line while installing fiber optic cable in the Briarwood neighborhood. Paperwork was provided documenting the cost to fix and the cost to the resident for 2 days at a hotel when they didn't have water or sewer service. Efforts to work through the issue with the contractor have gone nowhere. Contractor claimed to have not received the paperwork, however they actually signed acknowledging receipt.

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

Assigned Staff Andrea Smiley **Given**

Staff Response It was explained to the attorney that staff would reach out to our Regional Comcast Representative and see about investigating the situation.

Resolution Contractor reimbursed the resident for all expenses incurred. Resident was contacted and responded. Staff also contacted the resident's attorney.

Individual Video Provider Customer Intakes

Complaint Number 2021-004

Date 4/21/2021

Name

Street Address

City / Zip

Work Phone **Ext**

Cell Phone

Home Phone

Email

Best Time to Call

Best Time to Service

Service Provider Comcast

Reason for Calling Complaint

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

Problem Description Email Service provided by Comcast
I called Comcast this afternoon about some strange purported Xfinity emails about a voicemail transcript. The immediate Comcast answer to the call was an automated notice that there was going to be a service outage later this week in this area, I think on April 22, but not expecting that, I did not catch the hours. Can you please check with your Comcast contact to see when that outage might occur on Tamarack Dr?

After I got some advice on the original call as to how to forward my suspicious purported Xfinity emails, I tried twice to call Comcast to see if I could again here the planned outage message, but the message was not repeated. Instead the auto-message was whether I was calling again about the email issue, to which I answered "no". The system spun me into the normal labyrinth of options, none of which applied, and I could not get past that firewall.

May 27 Update: Never heard back from Comcast after previous issue in April
After many attempts with the automated customer service, resident was able to speak with a representative. Resident was given an email address to forward the previous questionable emails and a number to call in case of future instances. Resident would like Comcast to offer an option on the automated system to report suspicious activity and to include an 800 number on the billing statement to contact about suspected cases of scams or fraud. Resident was upset that he had to go through the Franchise Authority to receive good customer service.

May 26, service interrupted
May 28, service interrupted

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

Assigned Staff Brandie Yates

Staff Response Staff explained to resident that the Regional Representative would be contacted and the situation and concerns forwarded, and that a Comcast representative would reach out to discuss further. Staff also provided information for filing a telecommunications and video complaint to the Michigan Public Service Commission (MPSC).

Resolution June 3, 2021: Resident stated that a representative from Comcast reached out and the exchange was productive. We believe the resident's issues have been resolved for now.



Communications
Commission

Communications/ Announcements

Brandie Yates

From: Michigan Executive Office of the Governor <mieog@govsubscriptions.michigan.gov>
Sent: Thursday, July 15, 2021 8:35 AM
To: Communications (DG)
Subject: RELEASE: Lt. Governor Gilchrist announces award to increase high-speed internet access across Michigan



FOR IMMEDIATE RELEASE

July 15, 2021

Contact: Caleb Buhs, buhsc@michigan.gov

Lt. Governor Gilchrist announces award to increase high-speed internet access across Michigan

LANSING, Mich. – Lt. Governor Gilchrist and the Department of Technology, Management & Budget (DTMB) today announced an additional \$15.3 million in funding awarded through the Connecting Michigan Communities (CMIC) grant program. The grant funding announced today will support 20 projects across the state that will bring service to 6,700 locations and is projected to have an annual economic benefit of as much as \$12.4 million.

"During my first days in office, I committed to working to increase high-speed internet availability, affordability, and adoption across our state," said **Lt. Governor Garlin Gilchrist**. "We will continue to invest in expanding infrastructure to allow all Michiganders the opportunity to access high-speed internet. The funding in the CMIC grant will increase access for families and better connect people, communities, and businesses across Michigan."

With high-speed internet becoming a necessity in our educational, professional, and personal lives, the CMIC grant program was established to expand broadband service to unserved areas in Michigan and supports the mission of the new Michigan High-Speed Internet Office (MIHI), recently established by Gov. Whitmer to help close the digital divide. The funds will go towards projects that will expand broadband infrastructure across Michigan and provide access to high-speed internet for residents and businesses to compete in today's digital society. This is the third round of awards, and the Governor looks forward to working with the legislature to ensure it is not the last.

The first round of CMIC grant funds were announced in October 2020, with \$11.9 million awarded to 10 projects and a second round of \$1 million and an additional four projects was awarded in April 2021. Overall, the total grant funds awarded so far will impact more than 18,000 locations in Michigan and generate annual economic benefits that could exceed \$32 million.

All projects awarded funding have committed to closing the digital divide and providing digital literacy training materials to residents and businesses in their proposed service area, while working with local community and anchor institutions and foundations to host events to promote e-learning, job, and workforce training.

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

By establishing MIHI, the Whitmer-Gilchrist administration is continuing to improve coordination of the work being done across state agencies and departments to improve high-speed internet access, affordability, and use. The need for a single point-of-contact regarding these critical topics was identified by the [Connecting Michigan Taskforce](#), an interagency working group that was announced by Gov. Whitmer and Lt. Gov. Gilchrist in October 2020 at the same time Gov. Whitmer signed into law the Broadband Expansion Act of Michigan, which codified the Connecting Michigan Communities (CMIC) grant program.

A full list of the CMIC grant awards can be accessed on the [CMIC website](#), along with information about future grant awards.

###

STAY CONNECTED:



Subscriber Services::

[Manage Preferences](#) | [Unsubscribe](#) | [Help](#)



This email was sent to communications@meridian.mi.us using GovDelivery Communications Cloud on behalf of: Michigan Executive Office of the Governor · 111 S. Capitol Ave · Lansing, Michigan 48901





June 10, 2021

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

RE: Programming Advisory

Dear Ms. Yates:

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

Xfinity has created an unprecedented ecosystem of diverse content, including permanent, curated On Demand destinations geared toward African American, Asian American, Hispanic, and LGBTQ audiences. We have more than 100 diverse networks on our Xfinity platforms that bring together a wealth of culturally relevant entertainment choices in easy-to-navigate locations.

We empower diverse content creators and have long been committed to using our storytelling platforms to deliver programming representative of the audiences we serve. We've put the full weight of our media resources behind amplifying underrepresented voices, sharing culturally representative stories, and educating our viewers on diverse and inclusive cultures, perspectives, and experiences.

Based on factors that include consumer usage, preferences, and changes in programmer offerings, we are adjusting several of our foreign language program offerings. Please see the attached summary of changes.

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

Sincerely,

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

Programing adjustments effective August 10, 2021:

- Customers who added the "Xfinity TV Latino" tier to their package will see the name change to "Latino Plus" and will also receive access to thousands of hours of free On Demand programming [FlixLatino and ATRES Player]. The price will remain the same and will not be available for new subscriptions. Existing customers will continue to receive the service until they make a change or receive further notice.
- Customers subscribing to the existing "Latino" tier will see the name change to the "Xfinity TV Latino" package. The package will remain priced at \$10/month for approximately 45 Spanish language channels.
- Customers will see the following changes on their bill:
 - Customers subscribing to the previously retired from sales "Brazilian 3 Pack" will see the name change to "Brazilian 4 Pack" and the Record TV Americas channel will be added to the package at no additional charge.
 - Customers subscribing to the previously retired from sales "Brazilian Jumbo Package" will see the name change to "Brazilian 4 Pack."
 - The "Filipino Elite PKG" will be renamed "Filipino 3 Pack."
 - "Zee TV / SET" will be renamed "Hindi 2 Pack."
 - "SET" will be renamed "SET: Hindi."
 - Customers subscribing to the previously retired from sales "Zee TV" will see a price decrease from \$15.95/month to \$14.99/month and will see the name change to "Zee: Hindi."
 - The "C1R" package will be renamed "Russian 2 Pack" and the NTV America channel will be added to the package at no additional charge.
 - The "Saigon Network" will be renamed "SBTN: Vietnamese."
 - "Willow Plus" will be renamed "Willow: Cricket."
- "Willow: Cricket Add-on" will no longer be available for sale.



August 6, 2021

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

RE: Programming Advisory

Dear Ms. Yates:

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

- Beginning August 19, 2021, Great American Country (GAC) will move from Digital Preferred to Digital Starter/Extra, making it available to more customers at no additional cost.

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

Sincerely,

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



INGHAM COUNTY 9-1-1 CENTRAL DISPATCH

710 East Jolly Rd. Lansing, MI 48910 (517) 244-8100

Barb Davidson ENP, Director

Bruce Gaukel ENP, 9-1-1 Systems Manager Melissa Harris ENP, 9-1-1 Staff Services Manager

Jeff Thornton, 9-1-1 Staff Services Manager

FOR IMMEDIATE RELEASE

August 13, 2021

Ingham County Central Dispatch wants to inform the community and persons we serve that the end of 3G wireless connection is rapidly approaching. Wireless carriers will discontinue support of 3G devices in 2022. Older style 3G models of Tracfoners, flip phones, Jitterbugs, etc. are going to start falling off networks sooner than later. 3G devices will not only be disabled from normal use – they will also be unable to dial or call 9-1-1. If you or a loved one has been keeping a 3G device for 9-1-1 purposes only, eventually it will no longer work at all.

How do you identify if you have a 3G device?

- Check the phone's IMEI (International Mobile Equipment Identity)
 - IMEI should be available on a smartphone in the "About" tab of settings
 - IMEI from the phone's keypad by pressing: *#06#
- Once you have your IMEI number go to: <https://www.imei.info>
 - This site will provide details on the phone and the network for which it is set up. 3G networks use frequencies at 900Mhz or 2100Mhz.
- Additional links from major wireless carriers
 - Verizon
 - <https://www.verizon.com/about/news/3g-cdma-network-shut-date-set-december-31-2022>
 - AT&T
 - <https://www.att.com/support/article/wireless/KM1324171>

Ingham County Central Dispatch asks everyone to check their device and/or help loved ones to ensure you remain connected to each other and so you will always be able to reach 9-1-1 in the event of an emergency.

Barb Davidson, ENP
Director of 911/Central Dispatch

"Provide exemplary service, safeguard life and well-being, align resources with those in need"



Communications
Commission

Video Service Provider



Communications
Commission

Programming



To: Communications Commission

From: Samantha Diehl, Multimedia Production & Operations Specialist

Date: August 12, 2021

Re: Program Totals and Video On-Demand Analytics

Program Totals (Year to Date):

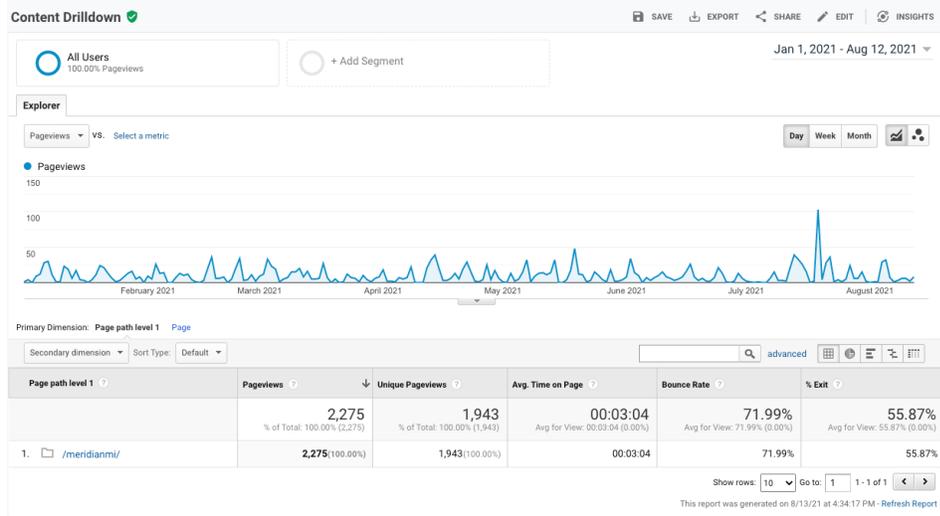
- Meridian Live: 49
 - Township Board: 18
 - Planning Commission: 12
 - Environmental Commission: 8
 - Zoning Board of Appeals: 7
 - Park Commission: 4
- All About Animals: 1
- Your Choice Special Election Coverage: 2
- Virtual View: 10
- Summer Concert Series: 4
- Back-to-School Series: 2
- Meet Your Elected Officials: 2
- Special Features: 4
- Women of Meridian: 4
- Promos/Story Promos: 43
- Zoom Interviews: 26
- Meridian News Now: 11
- Online Articles: 250

Video On-Demand Analytics on next page.

Memo to Communications Commission
August 12, 2021
Re: Programming
Page 3

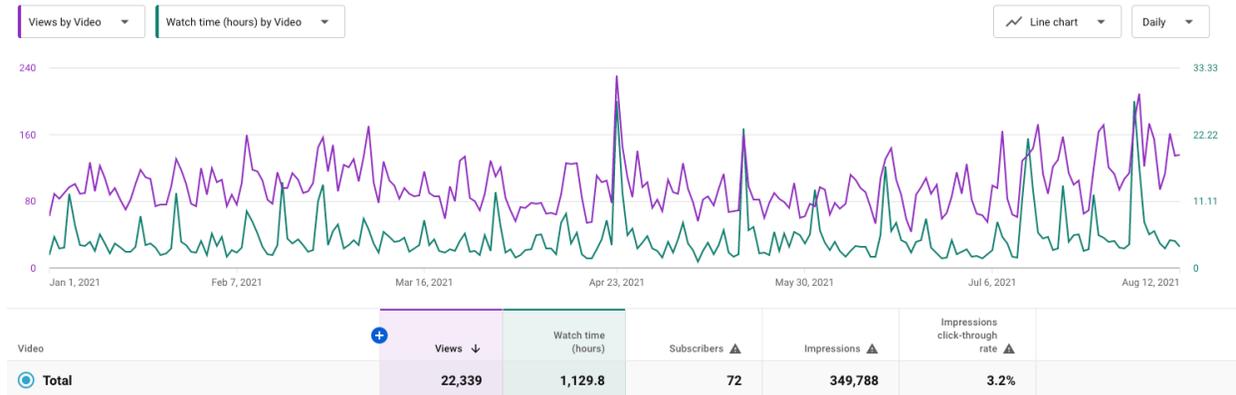
HOMTV Website Video On-Demand (Swagit)

The graph shows that HOMTV on-demand services via Swagit had 2,275 year-to-date page views. The average time spent on our page was approximately 3 minutes.



YouTube Video Programming Stats

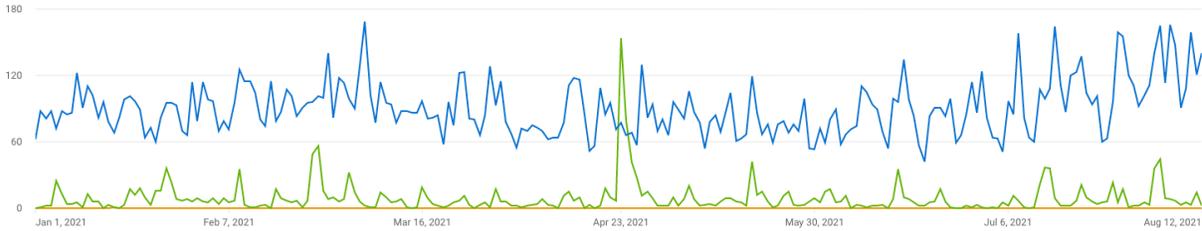
This graphs shows the amount of HOMTV’s views on YouTube. The purple line shows the total amount of video views since the start of the year (22,339) and the green line shows the amount of watch time in hours (1,129). The total amount of subscribers is 455, with 73 of those being new this year.



Memo to Communications Commission
August 12, 2021
Re: Programming
Page 3

YouTube Live vs. Uploaded Content Stats

This graph shows the amount of HOMTV YouTube views based on uploaded content and live streams. Of the 22,345 total views for the year, 20,321 of those were for uploaded content and 2,023 of those were for the videos that were streamed live.



| Video type | Views ↓ | Watch time (hours) | Average view duration |
|--------------------------------------------|--------------|--------------------|-----------------------|
| <input type="checkbox"/> Total | 22,345 | 1,129.9 | 3:02 |
| <input checked="" type="checkbox"/> Upload | 20,321 90.9% | 691.4 61.2% | 2:02 |
| <input type="checkbox"/> Live stream | 2,023 9.1% | 438.6 38.8% | 13:00 |
| <input type="checkbox"/> Premiere | 1 0.0% | 0.0 0.0% | 0:27 |



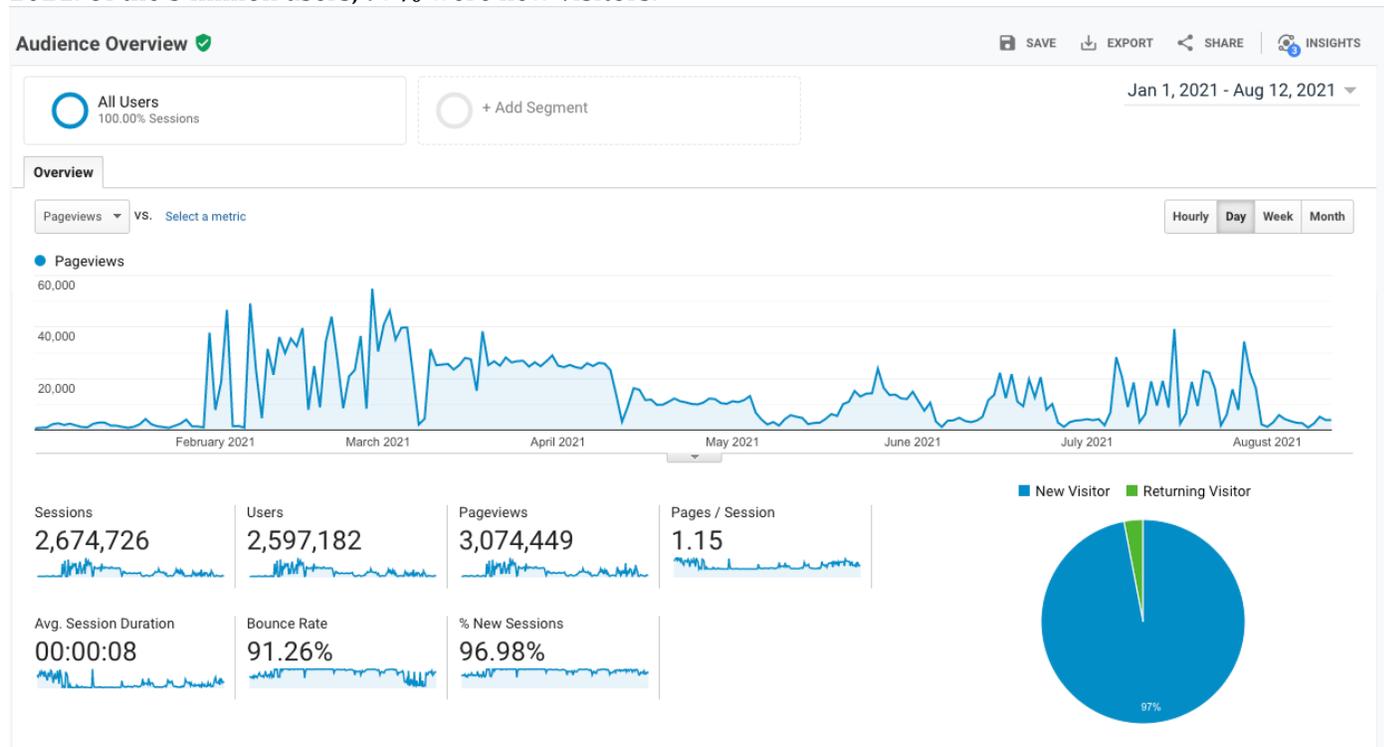
Communications
Commission

Analytics



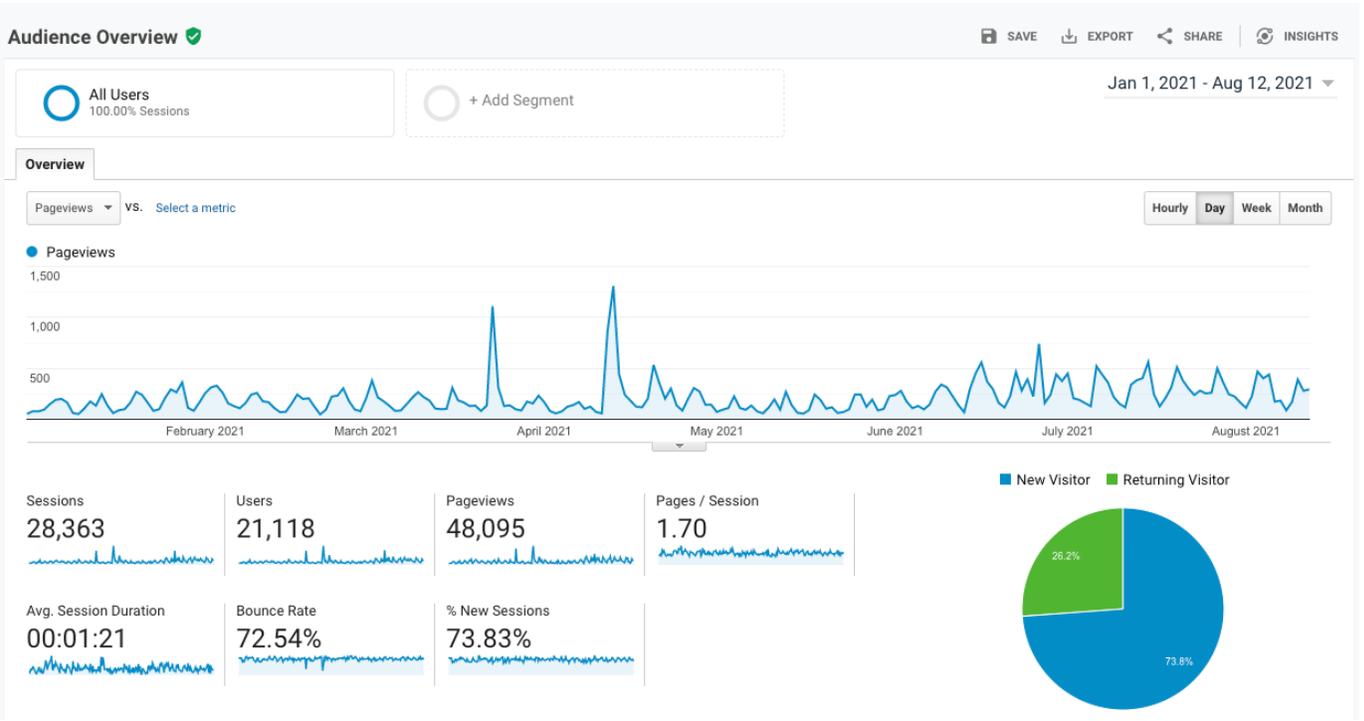
To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: August 12, 2021
Re: Meridian Township & HOMTV Website Analytics

The Meridian Township website saw 3 million page views from January 1, 2021 to August 12, 2021. Of the 3 million users, 97% were new visitors.



The HOMTV website had 48,095 page views from January 1, 2021 to August 12, 2021. Of the 21,118 users, 73.8% were new visitors and 26.2% were returning visitors.

Memo to Communications Commission
August 12, 2021
Re: Meridian Township & HOMTV Website Analytics
Page 2





To: Communications Commission
From: Andrea Smiley, Social Media & PR Specialist
Date: August 18, 2021
Re: Social Media Performance Summary

New Social Media Strategy

The new strategy and recommendations have given a boost to our social media accounts. We continually work to create more engaging content by analyzing the content that continues to reach the community. Engagement is key to meeting our Social Media goals.

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

Facebook

Meridian Township: Total Facebook likes increased by 56 (6490 – 6546) since the end of May 2021. Total Facebook followers increased by 118 (7388 – 7506) since the end of May. While it is important to have additional likes, followers are the most important number to increase because it means that a person has chosen to receive updates that are posted to their personal news feed. Total Facebook reach from June 1 – August 18 was 82605, up 23,828 from 58,777. The post with the greatest reach during the period (3.5K) was the Member Meetup at Cheezy D’s sponsored by Capital Area District Libraries on June 28.

“[Capital Area District Libraries](#) will be hosting a Member Meetup at [Cheezy D's Deli & Dogs](#) on July 8 from 4:00 - 6:00 pm. Show your #CADL card to receive a FREE small soft serve cone or small cup of ice cream at #CheezyDs located at 5951 Marsh Road in Haslett. Don't have a library card, sign up today so you don't miss out!” <https://bit.ly/CADLibraryCard>

HOMTV: Total Facebook likes increased by 28 (2057 - 2085) since the end of May. Total Facebook followers increased by 34 (2147 – 2181) since the end of May, another solid increase. Total Facebook reach from June 1 – August 18 was 9,873. The post with the greatest reach during the period (3.3K) was the announcement of Tavis Millerov’s promotion from Fire Inspector to Fire Marshal. Post show below. The Communications Team is still working to find the right amount of posts per day and week. The amount of posts sometimes compete with each other for engagement.

“Tavis Millerov was recently promoted to Fire Marshal in Meridian Township. This is a title Tavis says he has been working towards since he was a kid, following the footsteps of his father who just retired after 50 years in the fire service. Learn more about Meridian Township's Fire Marshal here: “

Memo to Communications Commission
August 18, 2021
Re: Social Media Performance
Page 2

Twitter

Meridian Township: Total Twitter impressions for the period of June to August 18 equaled 37.2K with 3340 profile visits. The top tweet, which earned 674 impressions during the period, was a road work update. The top mention, earning 95 engagements, was a tweet from HOMTV about High Caliber Karting being named Established Business of the Year. The top media tweet, which earned 550 impressions, was about CADL's Member Meetup at Cheezy D's for free ice cream.

HOMTV: Total Twitter impressions for the period equaled 60.8K with 9564 profile visits. The top tweet, which earned 858 impressions, was about HOMTV Interns caught behind the scenes. The top mention, earning 610 engagements, was a tweet from intern Logan Sella about shooting his first interview with HOMTV at High Caliber Karting.

Instagram

Meridian Township: Total Instagram followers for Meridian Township YTD equals 1844, an increase of 3.1% since the beginning of June. Posts reached 1,823 accounts, an increase of 7.3%. Content interactions equaled 1,078.

The recommendation is to continue increasing engagement while decreasing the amount of postings paying attention to content. We will continue to track engaging posts and post similar content.

HOMTV: Total Instagram followers for HOMTV equals 470, an increase of 4.4% since the beginning of June. There were 778 content interactions, an increase of 33.2% and 1,554 accounts reached, which is an increase of 40.6%.

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

LinkedIn

Meridian Township: Total LinkedIn followers are up to 564, an increase of 8 new followers, +14%. Post impressions is at 1.4K which is an increase of 5%. The account also had 38 unique visitors, up 2%.

Memo to Communications Commission
August 18, 2021
Re: Social Media Performance
Page 3

HOMTV: HOMTV LinkedIn has 1201 followers, with no new followers. Total impressions equaled 1.3K, an increase of 26% and 33 unique visitors.

NextDoor – Meridian Township has an agency account, which is a communication platform for neighborhoods to connect and have conversations about everything from finding a babysitter to learning about what is happening in the Township. The Communications Team continues to post a variety of content to the Nextdoor platform because it seems to be our greatest method for informing and alerting the community. Total members equals 10,817 which is an increase of 387 new members and 35% of total households in the Township.

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

This summer, we started a HOMTV eNewsletter back up and it is getting an average open rate of 30%.