



CHARTER TOWNSHIP OF MERIDIAN  
COMMUNICATIONS COMMISSION REGULAR MEETING MINUTES  
5151 Marsh Road, Okemos, MI 48864  
Administrative Conference Room  
Wednesday, February 6, 2019 6:00 pm

PRESENT: Chair, Walter Benenson; Vice Chair, Tunga Kiyak; Commissioner, Leslie Charles;  
Commissioner, Mike Nevells; Alternate Commissioner, Reti Adhi  
ABSENT: Commissioner, Brian Seipel; Alternate Commissioner, Kevin Thatcher  
STAFF: Deborah Guthrie, Director of Communications/PIO; Brandie Yates, Executive  
Producer  
TOWNSHIP: Trustee, Kathy Sundland  
COMCAST: Director of External Affairs, John Gardner

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 Commissioner Charles

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Commissioner Charles moved **TO APPROVE THE MINUTES FOR WEDNESDAY, DECEMBER 5, 2018 REGULAR MEETING**. Seconded by Chair Benenson.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS DIRECTOR REPORT**

Explained the process of a Board Liaison and how they are appointed to commissions for the Township. Comcast representative, John Gardner was introduced to the new Commissioners. New onboarding packets were provided to the Commissioners and Comcast. A description of department functions was also provided to the Commissioners.

Discussed adding all of the PEG channels, to the onboarding packet, that are a part of the Franchise Agreement.

Discussed Citizen Survey results and the Communications Department's role in the survey in regards to customer service; including communicating public information and welcoming residents. All information from the survey can be found on the website. A follow up email will be sent to the commission with important numbers.

**7B. TOWNSHIP BOARD LIAISON'S REPORT**

Phil Deschaine was appointed to the position of Treasurer and the Board appointed a new Trustee to fill the vacant spot, Trustee Courtney Wisinski.

Township Board approved hiring an internal investigator for Brianne Randall-Gay to help bring closure to her case. She is also running a Meridian CSC Facebook page and continues to add content to the page.

New reveal coming at the next Township Board meeting about the Okemos Four Corners. All Township Board meetings are open to the public to attend or you can watch online at homtv.net.

**11A. VIDEO SERVICE PROVIDER**

Xfinity offers a My Account App which will provide information about Comcast Outages, as well as allow customers to check balances, etc.

For Black History Month, Xfinity is offering special programming featuring movies and TV series with 1,000 hours of content. Free previews for X1 customers. Visit the Comcast website for additional information.

**11B. PROGRAMMING**

Frequency, schedule times and new programs for 2019. Looking to do more program out in the community and connecting people together within the community.

Recorded the first newscast in Mandarin. Will begin airing on February 7, 2019. There is a large population in Meridian Township.

Commissioner Charles brought a couple of programming ideas to the meeting; Citizen Spotlight and Prime Discoveries

Discussion about having a place on the Township website to see where to find specific information, like a comings and goings section. Discussed developing a Nextdoor account for the Township, in order to communicate with specific neighborhoods and neighborhood groups.

Would like a business directory listing on the website to include restaurants. This is part of a website enhancement plan.

**11C. ANALYTICS**

Some commissioners prefer the previous way they were submitted and others liked the new format.

**11E. FINANCE**

HOMTV Program Sponsorship plan for 2019 is to create a Marketing Strategy. Beginning phases of promoting the sponsorship opportunities.

**11F. HOMTV Internship/Alumni**

GTA was a success and the interns really appreciated the event and posted lots of photos. It was a great venue, but staff needs to get the timing and the audio in sync for the presentation piece of the event.

There was an Advanced Skills Training workshop where Alumni members in the industry come back and do a workshop with the interns and provide useful feedback to the interns to help them grow in their journey of becoming a successful Multi-media Journalist. Twenty-five interns attended.

Alumni Giving Program has been launched. First campaign is to try and raise enough money to cover the cost of new Intern Editing Suite chairs. The Alumni Giving program account will be handled by the Treasurer’s Office along with other Township accounts. Need to establish a campaign and strategy for the Alumni Giving program.

Suggested developing a poem to go along with the campaign, “Remember when this chair was new and so were you...?”

**14. ADJOURNMENT**

Commissioner Nevells moved **TO ADJOURN THE MEETING**. No second for the adjournment.

VOICE VOTE: Motion carried unanimously  
Chair Benenson adjourned the meeting at 6:59 pm.