



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
REGULAR MEETING
December 14, 2022 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. September 28, 2022 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
 - A. 2022 4th Quarter Report
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair's Report
 - B. Township Board Liaison's Report
 - C. Commissioner Reports
8. ACTION ITEMS
 - A. Appointment of New Chair
 - B. 2023 Communications Commission Meeting Schedule
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
 - F. HOMTV Internship/Alumni
12. PUBLIC REMARKS
13. ADJOURNMENT

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

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



CHARTER TOWNSHIP OF MERIDIAN
Communications Commission Regular Meeting **DRAFT** minutes
Wednesday, September 28, 2022 | 6:00 pm

PRESENT: Chair, Tunga Kiyak; Commissioner, Leslie Charles; Commissioner, Lisa Whiting-Dobson; Commissioner, Brian Seipel
ABSENT: Vice Chair, Walter Benenson; Alternate Commissioner, Mike Nevells
STAFF: Samantha Diehl, Communications Manager
TOWNSHIP: None
COUNSEL: None
COMCAST/AT&T: None

1. CALL MEETING TO ORDER

Chair Kiyak called the meeting to order at **6:05 pm**.

4. APPROVAL OF AGENDA

Commissioner Whiting-Dobson moved **TO APPROVE THE AGENDA AS SUBMITTED**.
Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

5. APPROVAL OF MINUTES

Commissioner Whiting-Dobson moved **TO APPROVE THE MINUTES FOR WEDNESDAY, SEPTEMBER 28, 2022 REGULAR MEETING**. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

6. COMMUNICATIONS MANAGER REPORT

Manager Diehl reviewed the 3rd quarter report. The Multimedia Production & Operations Specialist vacancy will be filled by mid-October.

Road construction updates/social media posts were done consistently over the summer/fall.

Ingham County Broadband Survey extended until October 1.

Town Hall Room Upgrades will begin November 19; it will only be a partial installation until the final control panel comes in December.

Wetland Campaign to continue through the year.

Marketing efforts for Township events: pancake breakfast, fall electronic recycling event, Meridian Heritage Festival; push information about the November election. Assist the Police and Fire Departments with recruiting efforts.

HOMTV awarded first place in the NATOA Government Programming Awards for the Public/Community Meetings category.

Manager Diehl was awarded a scholarship to attend the Alliance for Community Media's Annual Conference in June 2022.

HOMTV web stream was experiencing low bandwidth issues, but signed a contract with Comcast for them to upgrade the modem.

HOMTV will be providing Your Choice 2022 election coverage. Candidate interviews began and will air until Election Day. For the August election, full coverage was not available due to staff member changes/illness, but 3 ballot proposal interviews were completed.

Manager Diehl discussed the staffing issues regarding the internship and how it is difficult to retain talent when the internship is unpaid.

7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS

Communications Chair:
None.

Township Board Liaison:

None.

Commissioners Report:

Commissioner Charles noted that 'A Prime Community' sounded like a retirement community. Commissioner Whiting-Dobson suggested having a Township staff liaison for cable complaints and problems they have; suggested promoting how people can submit cable complaints.

8. ACTION ITEMS

None.

9. DISCUSSION ITEMS

A. Appointment of Alternate Communications Commissioner

Commissioners stated they would like to wait for more applicants before moving forward; want to make sure candidates meet the requirements.

10. COMMUNICATIONS

A. Compliments/Complaints

Manager Diehl provided two complaints that were filed in August.

Former Manager Yates gave a tour to local Girl Scout troop and received a hand-written card.

B. Correspondences

None.

11. REPORTS

A. Video Service Provider(s)

None.

B. Programming

Program totals and video on-demand analytics were shared in the packet.

C. Website & Social Media

None.

D. Promotions/Publications

None.

E. Finance

None.

F. HOMTV Internship/Alumni

None.

12. PUBLIC REMARKS

None.

13. ADJOURNMENT

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

VOICE VOTE: Motion carried unanimously

Chair Kiyak adjourned the meeting at 6:47 pm.



Communications
Commission

COMMUNICATIONS MANAGER REPORT



Communications Department 4th Quarter Report October - December 2022

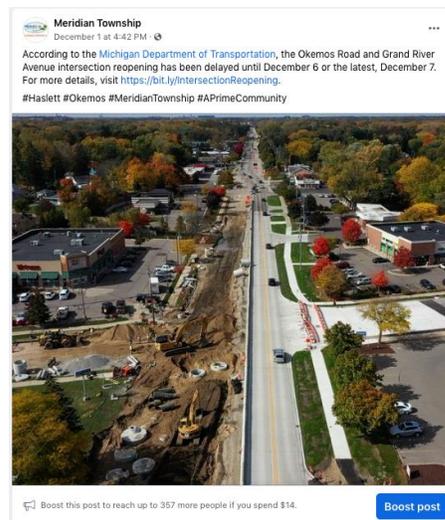
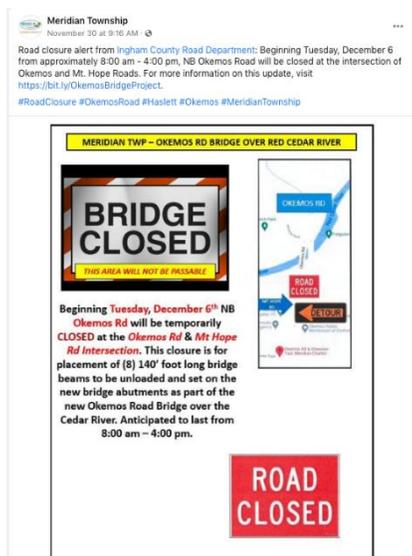
Staffing Changes

The Multimedia Production & Operations Specialist position was filled the first week of October 2022. There were 15 total applicants, and on October 5, Manager Diehl and Human Resources Director Abby Tithof conducted interviews with four candidates (two internal, two external). Former HOMTV intern Danneisha McDole was offered the position and accepted. Danneisha's first day was October 17.



Road Construction Updates

Communications Staff continues to provide constant road updates for the Okemos Road Bridge project and the Grand River Avenue enhancement project. Last month, updates provided about the 2022 Local Roads Program concluded for the year. Though the projects are nearing completion, the status constantly evolves due to supply shortages or weather issues. The Public Works and Engineering Department works to keep the Communications Department informed so that information can go out in a timely manner.





**Communications Department
4th Quarter Report
October - December 2022**

Town Hall Room A/V Upgrades Project

The partial installation of the Town Hall Room was completed at the end of November 2022. The Town Hall Room now has 7 new television monitors, 12 new microphones, 10 individual monitors at each dais seat, a new lectern, a new audio/video mounted rack, and updated audio wiring. The final video distribution control panel is expected to arrive in December 2022. Once that piece is delivered, Smart Homes/Smart Offices needs about two more days of work to complete the full installation. Even though the final piece is missing, the room is fully operational and held its first Township Board meeting on December 6.



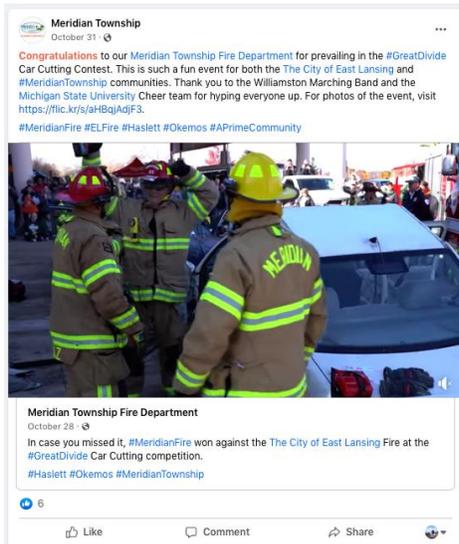
Marketing & Communication

The Communications Team created promotional campaigns for various Township events in the fourth quarter. The main events marketed this quarter were the November 8 General Election, Spooktakular Adventures at the Market, Meridian Historical Village Treats & Tours, Meridian Township Police Halloween Open House, Fall Regional Electronic Recycling Event, The Great Divide, Meridian Township Fire Open House, and the Meridian Heritage Festival. These campaigns included press releases, event signage, pre-event signage, social media promotions, video promos, digital paid ads and website pages. HOMTV was also able to cover each event to capture photo and video that were shared after.



Communications Department 4th Quarter Report October - December 2022

Marketing & Communication Continued

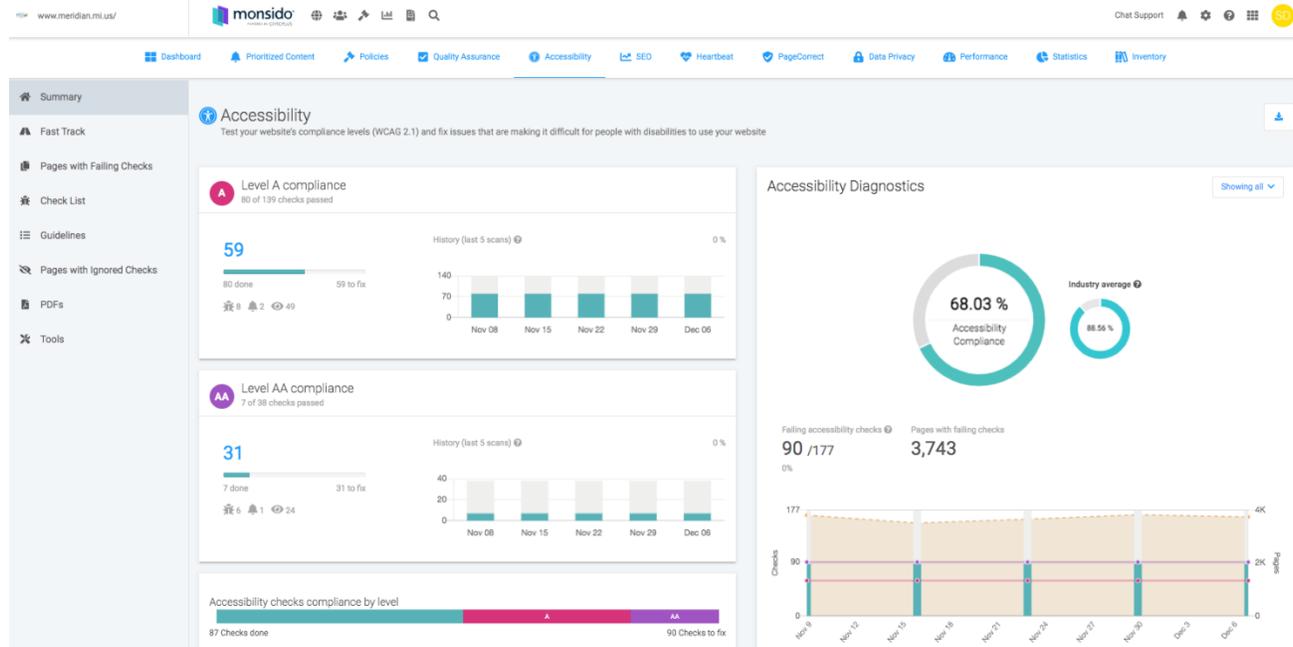




Communications Department 4th Quarter Report October - December 2022

Meridian Township Website Accessibility

In September 2022, Staff began a partnership with Monsido, a company who specializes in providing website accessibility services for users of the website and those who manage the website. Monsido runs a daily scan of the Meridian Township website and lists issues that are not compliant with Web Content Accessibility Guidelines (WCAG) 2.1 levels. On the backend, Manager Diehl is able to see what issues arise and fix them. This leads to an increased accessibility level. When a user visits the Meridian Township website, they will see a small, purple icon in the bottom left-hand corner of every page. Selecting the icon allows the user to change font style, font size, text spacing, cursor size, contrast and more. Manager Diehl has attended one webinar on website accessibility and will continue to learn more in 2023. Right now, the website is at 68% accessibility compliance, when the industry standard is 88%.





**Communications Department
4th Quarter Report
October - December 2022**

HOMTV Programming & Internship

HOMTV's Your Choice 2022 Election coverage returned for the November General Election. Staff conducted 9 total candidate interviews across six races. This was the first time since 2018 that candidate interviews could be conducted in the HOMTV studio. Interviews were conducted by intern Sydney Kuenzer, intern Mackenize Dekker, and Manager Diehl.

This year, HOMTV approached election night coverage differently. Due to the increase in absentee voters and results not coming in until later, Staff decided to try a two-part series. On Tuesday, November 8, a pre-result show aired at 8:00 pm on HOMTV's channel and social media platforms. Multimedia Specialist McDole and intern Mackenize Dekker hosted the pre-show where they discussed the races and ballot proposal results that would be covered in the result recap show on Thursday, November 10.

The result recap show aired at 8:00 pm on Thursday, November 10. Multimedia Specialist McDole and Mackenize Dekker also hosted this segment. They went over the results from multiple races impacting Meridian Township and the state of Michigan. Clerk Deborah Guthrie was also featured in this episode to talk about how the election went.





**Communications Department
4th Quarter Report
October - December 2022**

HOMTV launched a new show titled 'Catching Up with Kenize' on Friday, December 2. This show is hosted by intern Mackenize Dekker and is aimed to be lifestyle segment that shows off different attractions in Meridian Township. The first episode was filmed at High Caliber Karting and Entertainment. The second episode will air on Friday, December 16 and will showcase the Christmas in the Village event at the Meridian Historical Village. Since the internship ends that day, the show will go on hiatus until 2023. Mackenize will be returning in the spring semester to continue hosting the show.



The fall 2022 semester of the HOMTV Internship Program consisted of three interns and former intern Courtland Jenkins. For the spring 2023 semester, there will be two new interns and two returning interns.



**Communications Department
4th Quarter Report
October - December 2022**

2023 Communications Department Goals

1. Increase the Meridian Township website's Web Content Accessibility Guidelines (WCAG) 2.1 levels and fix issues that make it difficult for people with disabilities to use the website. Achieve Level A (minimal compliance) and Level AA (acceptable compliance).
2. Launch a new and more robust marketing and communications ticket system to assist with the planning of marketing needs across departments.
3. Work with the Human Resources Department to create an internal website for Township employees to access. The first step will include working with Granicus to add on the OpenCities intranet software and build the pages to be used.
4. Continue reconfiguring the HOMTV Server Room and removing old equipment. Draw up schematics for the new workflow.
5. Meet with the 7 other PEG channels under the Township's franchise agreement and assess the next steps for renewing the franchise agreement



Communications
Commission

Commission Members Reports & Announcements



Communications
Commission

Action Items



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 9, 2022
Re: Appointment of New Chair

The Communications Commission has the following vacancy:

- ***Chair - Term Ending 12/31/25**

Current Chair Tunga Kiyak stated in October 2022 that he did not plan to renew his term on the Communications Commission.

Commissioners will need to select a new chair going forward. In addition, there are still two alternate positions to be filled.

Per the Communications Commission Rules and Procedures:

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.

RE: End of Year Board and Commission Reappointments

Kiyak, Tunga <kiyaktun@broad.msu.edu>

Fri 10/21/2022 3:53 PM

To: Samantha Diehl <diehl@meridian.mi.us>

Hi Samantha,

Thanks for reaching out. I have served for many years, and the last few as a chair. I think it might be time for other residents to get a chance at the commission.

Thanks,

Tunga

From: Samantha Diehl <diehl@meridian.mi.us>

Sent: Friday, October 21, 2022 15:23

To: Kiyak, Tunga <kiyaktun@broad.msu.edu>

Subject: Fw: End of Year Board and Commission Reappointments

Hi Tunga. I was reaching out to see if you were interested in continuing to serve on the Communications Commission. Your current term ends on 12/31/22.

I just need to know by Friday, November 18 at the latest.

Thanks!



Samantha Diehl

Communications Manager

A Prime Community

[mailto:yates@meridian.mi.us%0d]diehl@meridian.mi.us

W 517.853.4378

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

From: Michelle Prinz <prinz@meridian.mi.us>

Sent: Friday, October 21, 2022 3:15 PM

To: Ashley Winstead <winstead@meridian.mi.us>; Tim Schmitt <schmitt@meridian.mi.us>; Samantha Diehl

<diehl@meridian.mi.us>; Mary McGinnis <mcginnis@meridian.mi.us>; LeRoy Harvey <harvey@meridian.mi.us>;
Amanda Garber <garber@meridian.mi.us>

Cc: Patricia Herring Jackson <pjackson@meridian.mi.us>; Frank Walsh <walsh@meridian.mi.us>; Deborah Guthrie
<guthrie@meridian.mi.us>; Abigail Tithof <tithof@meridian.mi.us>; Dan Opsommer
<opsommer@meridian.mi.us>

Subject: End of Year Board and Commission Reappointments

Staff Board and Commission Liaisons,

Attached is the list of folks who have a term expiring on 12/31/22. As the staff liaison to your Boards, please reach out to the folks that are expiring and see if they are interested in being reappointed. They will not have to reapply, but will be scheduled for a swearing in with the Clerk's Office following their reappointment.

The Supervisor plans to do all the Board and Commission reappointments at the Township Board meeting on December 6, 2022. Please forward me the responses by 11/18/22 so I can prepare the Board memo for the packet.

Let me know if you have any questions. Thank you!



Michelle Prinz

Executive Assistant

[prinz@meridian.mi.us]prinz@meridian.mi.us

W 517.853.4258 | F 517.853.4251

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us



8B.

To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 9, 2022
Re: 2023 Communications Commission Regular Meeting Schedule

At the December 3, 2021 Communications Commission Meeting, Staff recommended changing the frequency of the meetings to quarterly for the 2022 year. Staff still recommends maintaining that schedule. The Communications Commission can always request to hold a Special Meeting for urgent business.

Proposed 2023 Communications Commission Regular Meeting Schedule:

- **Wednesday, March 15, 2023 6:00 pm Town Hall Room**
- **Wednesday, June 14, 2023 6:00 pm Town Hall Room**
- **Wednesday, September 13, 2023 6:00 pm Town Hall Room**
- **Wednesday, December 13, 2023 6:00 pm Town Hall Room**

The Communications Commission **MOVES TO APPROVE THE 2023 COMMUNICATIONS COMMISSION REGULAR MEETING SCHEDULE.**



Communications
Commission

Discussion Items



Communications
Commission

Compliments/ Complaints



Communications
Commission

Video Service Provider



11Bi.

To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 9, 2022
Re: Program Totals and Video On-Demand Totals

Program Totals (Year to Date):

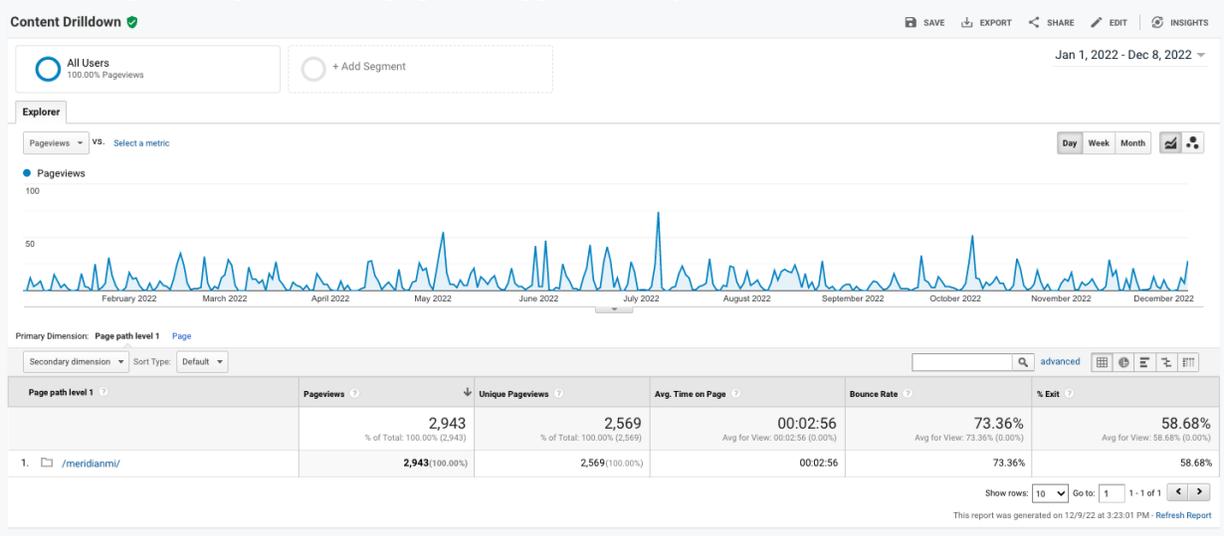
- Meridian Live: 53
 - Township Board: 22
 - Planning Commission: 17
 - Environmental Commission: 7
 - Zoning Board of Appeals: 7
- Virtual View: 3
- Your Choice Election Coverage: 14
- HOM Entertainment: 5
- Special Features: 5
- Promos/Story Promos: 65
- Catching Up with Kenize: 1

Video On-Demand Analytics on next page.

Memo to Communications Commission
December 9, 2022
Re: Programming
Page 3

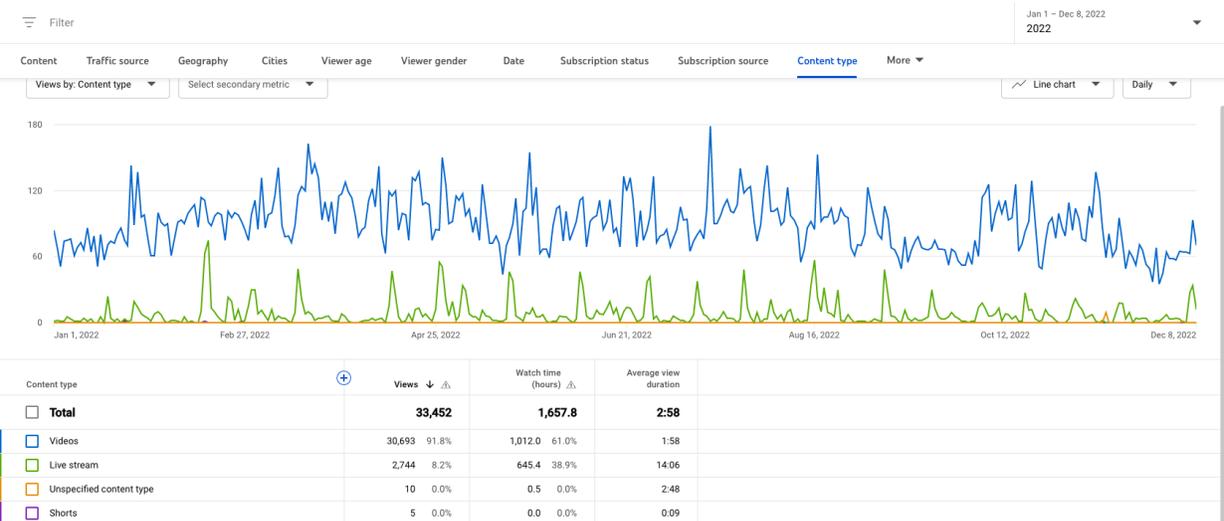
HOMTV Website Video On-Demand (Swagit)

The graph shows that HOMTV on-demand services via Swagit had 2,943 year-to-date pageviews. The average time spent on our page was approximately 3 minutes.



YouTube Live vs. Uploaded Content Stats

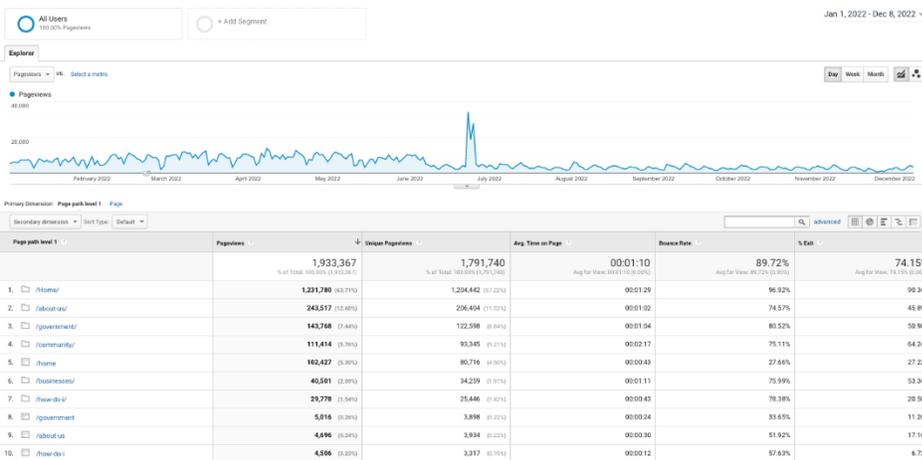
This graph shows the amount of HOMTV YouTube views based on uploaded content and live streams. Of the 33,452 total views for the year, 92% of those were for uploaded content and 8% of those were for the videos that were streamed live.



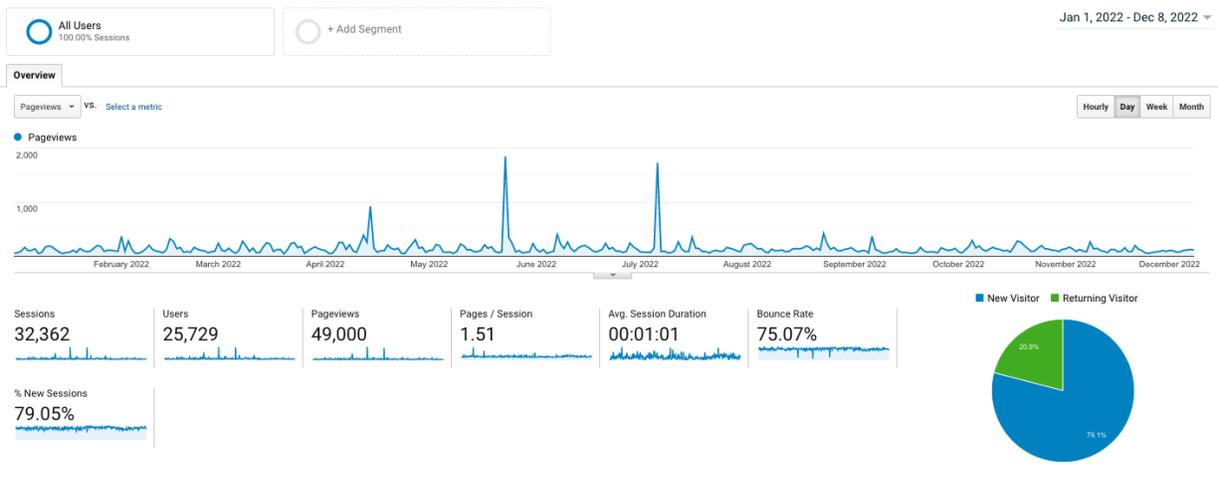


To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 9, 2022
Re: Meridian Township & HOMTV Website Analytics

The Meridian Township website saw nearly 1.8 million pageviews from January 1, 2022 to December 8, 2022. The Content Drilldown from Google Analytics shows the top ten pages most visited by users.



The HOMTV website had 49,000 pageviews from January 1, 2022 to December 8, 2022. Of the 25,729 users, 80% were new and 20% were returning.





To: Communications Commission
From: Andrea Smiley, Marketing & Public Relations Specialist
Date: December 8, 2022
Re: Marketing Updates & Social Media Performance Summary YTD

Updates

I recently attended a Social Media Strategies Virtual Summit. The Summit was two days filled with content, best practices, and quick tips to assist with all aspects of communications, marketing, and social media for government entities.

I will be working with Harris Nature Center staff providing training on the use of our social media scheduling software, as well as quick tips and tricks for using Canva Teams, graphics software. Additional training will also be done with the Parks and Recreation staff to assist with meeting Township Brand Standards.

I have been working with the Assistant Township Manager on new internal building signage, creating new designs and collecting quotes from two separate sign companies. These new sign designs include the Township brand colors and brand elements.

Paid Ads on Social

We continue to boost posts and use paid advertising on our social platforms to reach more members of the community. Due to the change in settings by most social platforms, we discovered that organic posts are not being seen and important information is not reaching community members in a timely manner.

I am excited to announce that the Nextdoor platform now has an ad option that can be used for recruitment, as well as other promotions. Our Nextdoor agency account has the most followers of all our social platforms.

New Accounts

Recently, we added an Instagram account for our Parks and Recreation department. We are hoping to expand engagement and reach with this built-in audience through video and stories on this platform.

Facebook

Meridian Township: Total Facebook followers YTD is 8,352, which is an increase of 126 new followers. Total Facebook page reach from September 24 – December 8 was 74,913, which is an increase of 17.1%. Page visits equaled 8,702, which was an increase of 7.8%.

Memo to Communications Commission

December 8, 2022

Re: Marketing Updates & Social Media Performance Summary YTD

HOMTV: Total Facebook followers YTD is 2,426, which is an increase of 13. Total Facebook page reach from September 24 – December 8 was 8,416, which is an increase of 205.7%. Page visits were 1,539, which was an increase of 207.2%.

Meridian Township Parks & Recreation: Total Facebook followers YTD is 2,978, an increase of 62 new followers. Total Facebook page reach from September 24 – December 8 was 18,005, which is an increase of 9.1%. Page visits were 1,487, which was a decrease of 37.3%.

Harris Nature Center: Total Facebook followers YTD is 3,776, which is an increase of 80. Total Facebook page reach from September 24 – December 8 was 22,393, which is an increase of 40.8%. Page visits were 439 which was a decrease of 29.9%.

Meridian Township Farmers' Market: Total Facebook likes YTD is 11,073, which is an increase of 250. Total Facebook page reach from September 24 – December 8 was 842,035, which is an increase of 170.8%. Page visits were 4,335, which was a decrease of 54.9%.

Meridian Township Fire Department: Total Facebook likes YTD is 2,511, which is an increase of 16. Total Facebook page reach from September 24 – December 8 was 11,922, which is a decrease of 75.7%. Page visits were 595, which was a decrease of 35.8%.

Twitter

Meridian Township: The communications staff is in a wait and see mode about the Twitter platform due to new ownership and recent announcements pertaining to the platform. It may not be the most trustworthy platform for government moving forward.

Total followers YTD are at 3,276, which is a decrease of 28 since the 3rd quarter. Many individuals are leaving the Twitter platform due to recent announcements about the platform. Twitter impressions from September 24 – December 8 equaled 18027 with 2,948 profile visits. The top tweet, which earned 1,200 impressions during the period, was about the Meridian Happenings newsletter talking about the Bonus Bucks program, new Water & Sewer rates, Meridian Cares Fundraisers and more. The top mention, earning 20 engagements, was a tweet from @MichiganEGLE about the Electronics Recycling Event results. The top media tweet, which earned 408 impressions, was about @RideCATA getting people to the polls to vote with free rides.

HOMTV: Total followers YTD are at 1,747, a decrease of 18. Twitter impressions from September 24 – December 8 equaled 4,323 with 733 profile visits. The top tweet, which earned 287 impressions during the period, was announcing Election Day in November. The top mention, earning 10 engagements, was a tweet from @ChadMGuerrant talking about his candidate interview for the election. The top media tweet, which earned 101 impressions, was about @polsdofer's interview running for 14th District Ingham County Board of Commissioners.



Memo to Communications Commission

December 8, 2022

Re: Marketing Updates & Social Media Performance Summary YTD

Instagram

Meridian Township: Total Instagram followers for Meridian Township YTD equals 2052, an increase of approximately 1.8% over the 3rd quarter. Profile visits equaled 486, which was a decrease of 10.2%. Posts reached 3,085 accounts, which was an increase of 16.8% compared to 3rd quarter. Post interactions equaled 1,165, which was an increase of 6.2% compared to 3rd quarter. Content interactions equaled 1,340, an increase of 9.2% and accounts engaged equaled 371, which includes an increase of 165% more accounts that weren't following when compared to the 3rd quarter.

HOMTV: Total Instagram followers for HOMTV YTD equals 494, an increase of 16. Posts reached 1,171 accounts, which is an increase of 586% when compared to 3rd quarter. Post interactions equaled 158, an increase of 3,060% when compared to 3rd quarter. Content interactions equaled 266, an increase of 1,230% when compared to 3rd quarter. Accounts engaged equaled 84, an increase of 600%.

As you can see, our engagement and reach increase substantially with a new group of interns and dedicated social media & promotions team. We need to find a way to keep the accounts active in between semesters.

Harris Nature Center: Total Instagram followers YTD equals 833, an increase of 51. Posts reached 2,648 accounts, an increase of 240%. Post interactions equaled 203, a decrease of 41.9%. Content interactions equaled 323, a decrease of 18.9% when compared to 3rd quarter. Accounts engaged equaled 134, which included an increase of 341% more accounts that weren't following.

Meridian Township Farmers' Market: Total Instagram followers YTD equals 1,203, a decrease of 53.8%. Posts reached 1,117 accounts, an increase of 8.8%. Post interactions equaled 685, an increase of 20.5% when compared to 3rd quarter. Accounts engaged equaled 158, a decrease of 9.2%.

LinkedIn

Meridian Township: Total LinkedIn followers are up to 707. Post impressions is at 2.6K, which is an increase of 2.6%. The account also had 34 unique visitors.

HOMTV: HOMTV LinkedIn has 1,224 followers. Total impressions equaled 1K, with 14 unique visitors and 2 new followers.

NextDoor – Nextdoor continues to be the best method of communicating various information to the community.

Total members equal 12,385, an increase of 132 new members since September 23, 2022.



Memo to Communications Commission

December 8, 2022

Re: Marketing Updates & Social Media Performance Summary YTD

Constant Contact – The Communications Team sends out a weekly eNewsletter, Meridian Happenings and assists with the monthly eNewsletter, the Green Gazette created by the Green Meridian team. Recently, we started using our Constant Contact lists to send out urgent messages and special editions of our Meridian Happenings newsletter, which is either a shortened newsletter or a postcard style with just one message.

Currently, we have 9,543 contacts with an average open rate of 47% and click rate of 14%, which are all above the industry average by 10%. This percent remains high because the newsletter is shared on our social platforms and sent to contacts that have stated they want to receive information about the Township. The newsletter is our second best means of communicating information to residents.





Communications
Commission

Publications/ Promotions



Communications
Commission

Finance



Communications
Commission

HOMTV Internship/Alumni