



CHARTER TOWNSHIP OF MERIDIAN  
Communications Commission Regular Meeting **APPROVED** minutes  
Wednesday, March 22, 2023 | 6:00 pm

PRESENT: Chair, Brian Seipel; Commissioner, Leslie Charles; Commissioner, Lisa Whiting-Dobson  
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 Seipel 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, JANUARY 11, 2023 SPECIAL MEETING**. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

**6. COMMUNICATIONS MANAGER REPORT**

Manager Diehl reviewed the 1st quarter report. The Meridian Township Municipal Building will be undergoing an interior renovation beginning April 24, 2023, and lasting until October 2023. This includes new wayfinding signs internally.

HOMTV will need to shut down operations while the Control & Server Rooms are updated, but this won't be until later on in the renovation process. The Communications Department is operating out of the HOMTV Studio during renovations.

Marketing & Public Relations Specialist Andrea Smiley submitted her resignation, with a final day of March 30, 2023. The Marketing & Public Relations Specialist position was posted March 17, 2023.

On March 1, the Meridian Township Parks and Recreation Department unveiled their new newsletter, The Playbook. The monthly newsletter will highlight information and events offered through the Parks Department. The Communications Department will be overseeing the newsletter. Meridian Happenings will now move to a bi-weekly schedule to accommodate this new newsletter.

Okemos Road bridge is open and road construction updates are still being provided.

Manager Diehl's report went into marking and communications efforts done by the Communications Department.

This next portion was not included in the March 22, 2023 Regular Meeting packet due to it not being confirmed, but Manager Diehl announced that the Meridian Cares About You: Health & Safety Expo would take place on May 10, 2023.

Celebrate Meridian will be a two-day event on Friday, June 23 and Saturday, June 24. Event takes place from 8:00 am – 11:00 pm. Celebrate Meridian page was updated and flyers created.

Meridian Freedom Fest will be happening in June. There will be two free movie screenings and a blues and jazz festival.

Meridian Township is hosting its first Pride Event on August 26, 2023. Website has been made, but no details yet.

Communications Department assisted with the marketing for the Chinese New Year Event at the Meridian Mall. They were there to take photos and videos of the event as well.

Town Hall Room renovation mostly completed, but still waiting on one more piece of equipment to be delivered.

Catching Up with Kenize filming returned in 2023. The episode was filmed at Art Unlimited in Downtown Okemos. HOMTV also filmed multiple episodes of HOM Entertainment and interviewed cast members performing at the Wharton Center.

HOMTV Spring Internship consisted of 3 interns. 12 applicants for the summer 2023 internship.

7. **COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Communications Chair: Chair Seipel would like to present on the history, purpose, scope, and authority of the Commission at a future meeting. Stated that he would like a directory of Commission members. Chair Seipel asked Manager Diehl about the Ingham County broadband survey, but Manager Diehl had no updates to report at the time.

Township Board Liaison:

None.

Commissioners Report:

None.

8. **ACTION ITEMS**

None.

**9. DISCUSSION ITEMS**

**A. HOMTV Operating Policies Revision**

Manager Diehl expressed her interest in revising HOMTV's Operating Policies to make the language more inclusive and to match the Township's policies on wording. Manager Diehl asked Commissioners to read through the policies and provide their feedback.

**10. COMMUNICATIONS**

**A. Compliments/Complaints**

None.

**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. Manager Diehl noted that Swagit on-demand 1<sup>st</sup> quarter stats increased 50% from 2022. This means more people were watching the televised meetings.

**C. Website & Social Media**

Website and social media analytics were shared in the packet. Manager Diehl mentioned that a new Instagram account was made for Meridian Township Parks and Recreation Department. Manager Diehl also stated that Nextdoor is another channel that is being utilized more, but residents were upset that Nextdoor wasn't alerting them of new posts from Meridian Township.

**D. Promotions/Publications**

Meridian Township Parks and Recreation Department will be releasing their Family Fun Guide publication in mid-April. The Family Fun Guide will list all the events available in 2023.

**E. Finance**

None.

**F. HOMTV Internship/Alumni**

None.

**12. PUBLIC REMARKS**

None.

**13. ADJOURNMENT**

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

VOICE VOTE: Motion carried unanimously

Chair Seipel adjourned the meeting at 7:02 pm.