



CHARTER TOWNSHIP OF MERIDIAN
COMMUNICATIONS COMMISSION REGULAR MEETING
5151 Marsh Road, Okemos, MI 48864
Administrative Conference Room
WEDNESDAY, June 14, 2017 6:05 PM

PRESENT: Chair, Walter Benenson; Commissioner, Tunga Kiyak; Alternate Commissioner, Leslie Charles; Alternate Commissioner, Eric Langdon
ABSENT: Commissioner, Andrew Lathrop; Vice Chair, Patrick Crowley; Commissioner, Kevin Thatcher
STAFF: Deborah Guthrie, Communications Director; Brandie Yates, Communications Specialist
TOWNSHIP: KathyAnn Sundland, Meridian Township Trustee
COMCAST:

1. CALL MEETING TO ORDER

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

2. PUBLIC REMARKS

None

3. DIRECTOR'S REPORT

Communications Department Quarterly Report is due June 23. Discussion about Brand Standards Manual and that it is nearing the final stages of completion. New website to go live on July 7, 2017. Discussion about migration of information from old website to new website and plan to complete the set up of new website. Discussion with Commission about getting staff moving forward with new brand standards.

4. CHAIR'S REPORT

Light Speed is another opportunity for high speed internet, other than Comcast, but not sure if available in Meridian Township. Franchise Fees and PEG Fees do not come from internet, only video service providers. Cord cutting is not reversible, need to plan for other forms of revenue.

TOWNSHIP BOARD LIAISON'S REPORT

The main focus with the Board has been on DAS. The Board is looking for specific access, placement and look for the cell towers. The Board has not made a decision yet, they have three documents in front of them currently to discuss and approve. The policy is strong and the Board is close to making a decision. The Board wants to make sure the language is correct for all future cell tower decisions.

5. APPROVAL OF AGENDA

Commissioner Kiyak moved **TO APPROVE THE AGENDA AS SUBMITTED**. Seconded by Alternate Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

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6. APPROVAL OF MINUTES

Chair Benenson moved **TO APPROVE THE MINUTES OF APRIL 12, 2017 REGULAR MEETING AND MAY 3, 2017 SPECIAL MEETING AS SUBMITTED.** Seconded by Alternate Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

7. COMMUNICATIONS/ANNOUNCEMENTS

Fun In the Sun Day event announcement and a request for the Commission to volunteer at the HOMTV booth were made. Chair Benenson, Alternate Commissioner Charles and Trustee Sundland agreed to volunteer. Discussion about how the event was promoted and marketed by the Communications Department. Discussion about how to alert that an event is coming up. Township is working to be a part of the new system replacing NIXLE.

Discussion about the new Monitor and what changed, trying to make print materials and new website more of a visitor's guide and website rather than government. Example given was about the snap chat filters.

Announcement of the Harris Nature Center Turtle Toast Gala. Suggestions were made for Sponsorships/donors; all money will go towards the HNC Foundation and improvements, not the event itself.

Discussion and announcement of a special call in show on HOMTV about the Police & Fire millage.

HOMTV is supporting efforts to not put fat and grease down your drain. Creating an article and video to create awareness

8. OLD BUSINESS

Discussion on additional revenue sources for HOMTV including developing a HOMTV foundation to support Alumni Giving. The Commission did not have a plan of action from the last discussion. Looking to start a foundation and then have the alumni giving as a program within the foundation. Need an internal source to provide an example of how it would work. There is a lot of paperwork involved in developing a nonprofit entity, as well as maintaining status, including a nonprofit board. Need to find out what government entities have established a foundation and what are the policies surrounding it. Need to have discussion with the Friends of Ingham County Parks to see how that group is operating.

The money raised would go to the current interns to support mileage reimbursements and scholarships for paid internships then could the program be expanded to help sustain HOMTV's operational costs. A suggestion was given to reword the memo and to start small with awards for interns first. If HOMTV developed a nonprofit foundation, they would still be able to collect Franchise and PEG fees and the foundation would have to be operated outside of HOMTV employees. Need to take a look at how Grand Rapids is operating as an example. Staff needs to provide for the next meeting modifications to the language and additional information from the Treasurer, Julie Brixie. The Commissioners will provide additional information on running and operating a nonprofit foundation while still maintaining HOMTV's PEG status.

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Commission needs to make a recommendation to the Township Board about the Communications Departmental Budget involving equipment. Discussion was about length of time of use for new equipment and when the items were installed and purchased. The purchased items are all one time purchases but there may be upgrades that will involve additional fees yearly. Staff needs to investigate if there will be additional contractual fees and additional costs if the line items are approved. Can staff request for an exploratory quote?

Chair Benenson moved to **MAKE A RECOMMENDATION TO THE MERIDIAN TOWNSHIP BOARD TO APPROVE THE RECOMMENDED CAPITAL ITEM EQUIPMENT PURCHASES FOR THE 2018 CABLE TV FUND.** Seconded by Commissioner Kiyak contingent upon additional information be provided concerning additional costs and contractual fees.

VOICE VOTE: Motion carried unanimously.

Commissioner Kiyak moved to **APPROVE DIRECTOR GUTHRIE WORK WITH THE FINANCE DIRECTOR TO BUDGET AN INCREASE OF ONE PART-TIME STAFF MEMBER TO FULL-TIME STAFF MEMBER. IF THE BUDGET ALLOWS, MAKE A RECOMMENDATION TO THE TOWNSHIP BOARD TO INCREASE PART-TIME STAFF TO FULL-TIME STAFF.** Seconded by Chair Benenson.

VOICE VOTE: Motion carried unanimously.

9. NEW BUSINESS

Discussion about how the used equipment is advertised to be sold or donated to schools or other public access facilities. The Commission stated that all donations and sales should take place within the local community first before offering outside the community. Also, the Commission stated to sell before recycling always. Suggestions were made to sell on third party websites like EBay to try and make money on the items for HOMTV. The Commission requested that the verbiage be changed to include the option of selling on the third party websites to make money and not donate outside the community.

Chair Benenson amended the original motion and moved **TO APPROVE THE SALE OR DONATION OF SURPLUS PRODUCTION EQUIPMENT AS LISTED IN THE ATTACHED SURPLUS EQUIPMENT DOCUMENT DATED MAY 23, 2017.** Seconded by Commissioner Kiyak.

VOICE VOTE: Motion carried unanimously.

Commissioner Kiyak moved to **MAKE A RECOMMENDATION TO THE MERIDIAN TOWNSHIP BOARD TO APPROVE THE COMMUNICATIONS DEPARTMENT TO APPLY FOR A GRANT TO SUBSIDIZE THE 2018 CABLE TV FUND.** Seconded by Alternate Commissioner Charles.

10. ADJOURNMENT

Commissioner Kiyak moved TO ADJOURN THE MEETING. Chair Benenson adjourned the meeting at 7:53pm.

11. NEXT MEETING:

The next meeting is scheduled for **August 2, 2017** in the Administrative Conference Room.