



CHARTER TOWNSHIP OF MERIDIAN

Communications Commission Regular Meeting **APPROVED** minutes

Wednesday, September 6, 2023 | 6:00 pm

PRESENT: Chair, Brian Seipel; Commissioner, Leslie Charles; Commissioner, Lisa Whiting-Dobson
ABSENT: Alternate Commissioner, Mike Nevells
STAFF: Samantha Diehl, Communications Manager; Rachael Stohlin, Marketing and Public Relations Specialist
TOWNSHIP: Clerk Deborah Guthrie
COUNSEL: None
COMCAST/AT&T: None

1. CALL MEETING TO ORDER

Chair Seipel called the meeting to order at **6:07 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 Charles moved **TO APPROVE THE MINUTES FOR WEDNESDAY, MARCH 22, 2023 REGULAR MEETING**. Seconded by Chair Seipel.

VOICE VOTE: Motion carried unanimously.

6. COMMUNICATIONS MANAGER REPORT

Manager Diehl introduced Rachael Stohlin to the Commission.

Manager Diehl went over both 2nd and 3rd quarter reports due to the March 22 meeting being cancelled.

2nd Quarter Report: Municipal Building underwent renovations, new Marketing and Public Relations Specialist hired, Communications Department obtained Certified Tourism Ambassador certificates, Health and Safety Expo on May 10, Celebrate Meridian event on June 24, Meridian Freedom Fest, Meridian Pride event, HOMTV won Overall Excellence in Government Access from the Alliance for Community Media's Hometown Media Awards, HOMTV internship stats.

3rd Quarter Report: Municipal Building reopened to the public on August 31, HOMTV channel has no audio and video lagging issues and not sure what the solution will be yet, ArchiveSocial implemented on all Meridian Township affiliated social media accounts in order to have proper social media retention, 2024 Communications Department budget submitted, Meridian Pride event recap, Boombox Bingo and Karaoke at the Marketplace Parks and Recreation Department events, Snell Tower Recreation Center reopened to

provide programming, Heritage Festival promotional efforts with the Friends of Historic Meridian, Township Board to hold community Listening Sessions throughout the fall, summer 2023 HOMTV internship statistics, HOMTV internship will now be a paid opportunity

7. **COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Communications Chair: None.

Township Board Liaison: Clerk Guthrie stated that the Township Board is supportive of the Communications Commission and the department. Clerk Guthrie stated she was in favor of ArchiveSocial. Clerk Guthrie stated that she would be working with the Communications Department for election related content.

Commissioners Report: None.

8. **ACTION ITEMS**

None.

9. **DISCUSSION ITEMS**

A. History of the Communications Commission

Clerk Guthrie provided an explanation of the duties of the Communications Commission and a history of how/why the Commission began. Clerk Guthrie found multiple boxes of documents related to the Communications Commission in storage. Clerk Guthrie explained the differences between franchise and public, education, and government (PEG) fees and how they can be spent.

B. Communications Commission Member Recruitment

Chair Seipel, Commissioner Charles, and Commissioner Whiting-Dobson would like to increase recruitment efforts for additional commissioners to join. Chair Seipel also requested access to applications for public service from Supervisor Jackson.

10. **COMMUNICATIONS**

A. Compliments/Complaints

A resident called Manager Diehl to submit a cable complaint. The resident lives in an area where Comcast has not laid cable yet, but to do so, the resident would have to pay over \$6,000 dollars, which he does not want to pay.

Clerk Guthrie discussed that general fund money can be used to provide grants to residents. Commissioner Whiting-Dobson asked to have this topic on discussion at the next meeting.

C. 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

Website and social media analytics were shared in the packet. Marketing and Public Relations Specialist Rachael Stohlin informed the Commission that the website Google Analytics couldn't be completed due to Google changing how analytics are reported.

D. Promotions/Publications

Manager Diehl stated that the Family Fun Guide was released in the second quarter.

E. Broadband

Manager Diehl provided two documents in the packet for the Commissioners to review.

F. Finance

None.

G. HOMTV Internship/Alumni

Manager Diehl explained the training period for the HOMTV interns and how there will be 2 interns going into the fall.

12. PUBLIC REMARKS

None.

13. ADJOURNMENT

Commissioner Whiting-Dobson moved **TO ADJOURN THE MEETING**. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously

Chair Seipel adjourned the meeting at 7:39 pm.