



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
REGULAR MEETING
December 13, 2023 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. September 6, 2023 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
 - A. 2023 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. Set 2024 Meeting Schedule
 - B. Chair and Vice Chair Appointments
9. DISCUSSION ITEMS
 - A. General Fund Allocation for Communications Commission Grants
 - B. Communications Commission Member Recruitment
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 **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.



Communications
Commission

COMMUNICATIONS MANAGER REPORT



HOMTV and CAMTV Channel Audio Issues

In August 2023, it was reported to the Communications Department that HOMTV was without audio. A few days after the HOMTV audio issues were reported, CAMTV also experienced audio and video issues. Upon troubleshooting, Staff concluded that faulty encoders were dropping audio and video while the signals were being sent to Comcast, and that both encoders would need to be replaced.

At their September 19, 2023 regular meeting, the Township Board approved Manager Diehl's request for an emergency purchase of two new encoders. The money for the encoders came from the previous PEG fee fund. After approval, Manager Diehl purchased two new encoders, which were installed by Comcast on October 19, 2023. After the encoders were installed, the audio and video issues for CAMTV and HOMTV were resolved.

Unfortunately, a new issue has come up with CAMTV. The playback server that allows for the scheduling and playback of videos has failed. The drives that host the video files are no longer operational, meaning no videos can be played on CAMTV. Due to this, the playback server will need to be replaced. Though HOMTV is operational at this time, the HOMTV playback server is 11 years old and would benefit from being replaced at the same time as the CAMTV server. Manger Diehl will be requesting another emergency purchase from the Township Board at their December 12, 2023 regular meeting. The funds for this purchase will once again come from the previous PEG fee fund.

Throughout December, Manager Diehl will speak with three different companies in order to demo their products and make a selection for which playback system will be the best fit. The three companies she will talk to are Cablecast, TelVue, and Castus. Staff are hoping to order the equipment at the beginning of January 2024. All CAMTV producers have been made aware of the issue.

2023 Communications Department Goals

At the end of 2022, the Communications Department set five goals for 2023. The goals and their progress can be found below:

- 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).**
 - a. Web Content Accessibility Guidelines (WCAG) 2.1 Level A (minimal compliance) has been met as of November 2023. The goal of reaching Level AA (acceptable compliance) will need to be carried over into 2024. The current plan with Monsido, the website's accessibility software, only scans 5,000 pages on the website. There are over 9,000 pages on the website, and in order to reach Level AA (acceptable compliance), the plan will need to be increased to scan all pages. The plan for 2024 has been increased to allow for a complete scan of all website pages.
- 2. Launch a new and more robust marketing and communications ticket system to assist with the planning of marketing needs across departments.**



**Communications Department
4th Quarter Report
October-December 2023**

- a. The Communications Department has decided against implementing a marketing and communications ticket system. After testing out a ticket system, the department preferred the current process.
- 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 Intranets software and build the pages to be used.**
 - a. Manager Diehl has been provided a demo of OpenCities, the intranet software offered through Granicus, who is the current website provider for Meridian Township. The next step involves working with the Human Resources Department to decide the content to be shared on the intranet, followed by the building of the intranet.
- 4. Continue reconfiguring the HOMTV Server Room and removing old equipment. Draw up schematics for the new workflow/assess the options to completely overhaul the old system.**
 - a. The HOMTV Server Room has seen great improvements in 2023. Engineer Brian Kusch worked with Manager Diehl to remove old equipment and cables. There were previously four racks of equipment, but due to the disposal of outdated equipment, they were able to reduce the equipment to three racks. New schematics were drawn up for the current 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.**
 - a. Contact information for the 7 PEG channels (not including HOMTV and CAMTV) has been collected and updated. Beginning in 2024, the Communications Department will visit the 7 PEG channels to meet with their staff in-person.



**Communications Department
4th Quarter Report
October-December 2023**

2024 Budget

The Township Board approved the 2024 budget at their September 19, 2023 meeting. A one-page breakdown of the 2024 Communications Department budget will be provided at the end of this document. Manager Diehl can go over any budget questions the Commission may have. The full budget packet can be found at the link below:

<https://www.meridian.mi.us/home/showpublisheddocument/27074/638308853313930000>

Good Morning, Meridian

In 2022, Manager Diehl and Manager Walsh discussed the possibility of having a video series that allowed Manager Walsh to provide updates to residents about what was going on in the community.

On November 21, 2023, the first episode of Good Morning, Meridian was released. It will be a monthly program that features updates about the various projects, news, and events happening in Meridian Township. The show is hosted by Manager Walsh and includes interviews with various staff and Township Board members.

The second episode will air on Tuesday, December 19, 2023.

The first episode can be found at the link below:

<https://www.youtube.com/watch?v=IadNQ4WTbfE>

Marketing & Communications

Fire Prevention Month Campaign

Fire Prevention Month is celebrated in October and includes a week-long theme that rotates every year. This year's theme was "Cooking Safety Starts with You" and aimed to educate the public about safety tips they should know when cooking.

The Communications Department worked with Fire Marshal Tavis Millerov to film content that was released throughout the month of October.

Halloween Events

For 2023, there were five different Meridian Township Halloween events: Spooktakular Adventures at the Market, Howl-Ween Small Dog Park Party, Howl-Ween Large Dog Park Party, Meridian Township Police Open House, and Meridian Historical Village Treats & Tours.

The Communications Department was present at all five events to capture photos and video, and also aided in the promotion of each event.

Holiday Events

In December, there will be four holiday events: Christmas in the Village, Here Comes Santa Paws, Santa's Woodland Stroll, and Holiday Skate Party. The Communications Department will be present at all four events and has already begun marketing them.



**Communications Department
4th Quarter Report
October-December 2023**

Farmers' Market

The summer season of the Meridian Township Farmers' Market concluded at the end of October, with the winter market beginning in November. The winter market was outside for three weeks before moving indoors to the Meridian Mall. Marketing and Public Relations Manager Rachael Stohlin created a user-friendly graphic that showed the different market days and their locations. The winter market will run until the end of April.

Elections

In 2024, Meridian Township voters will see three elections: February 27, August 6, and November 5. Due to the passing of Proposal 2, there is a lot of new information that voters will need to know when going into these elections.

The Communications Department and Clerk's Office have been working together to create a communications strategy to share this new information with voters. Print materials have already been made available to residents and more information will be provided to residents in January.

Prime Meridian Magazine

The Prime Meridian Magazine will return once again, with a goal of an early February release.

The Communications Department is meeting at the end of December to discuss the content that will be involved and to begin the planning process.

***Examples of promotional materials will be provided at the end of this report.**

GL NUMBER	DESCRIPTION	2022 ACTIVITY	2023 ORIGINAL BUDGET	2023 PROJECTED ACTIVITY	2024 RECOMMENDED BUDGET
101-750.775-880.110	COMMUNITY PROMOTION - PRIDE EVENT			1,000	1,500
101-750.775-883.000	MEALS ON WHEELS		5,000	5,000	5,000
101-750.775-886.000	COMMUNITY BAND	1,700	1,700	1,700	1,700
101-750.775-889.000	LAKE LANSING CLEAN UP	10,000	10,000	10,000	10,000
NET OF REVENUES/APPROPRIATIONS - 750.775 - CO		(13,880)	(22,700)	(30,010)	(24,000)
Dept 750.800 - ASSOCIATIONS AND AUTHORITIES					
101-750.800-825.010	CONVENTION/VISITORS BURE	120	3,700	150	150
101-750.800-825.020	TRI-COUNTY REGIONAL PLANI	20,185	22,000	22,000	22,000
101-750.800-825.040	CHAMBER OF COMMERCE	411	425	450	450
101-750.800-825.060	MICHIGAN TOWNSHIPS ASSO	7,616	8,000	8,378	8,500
101-750.800-825.080	MICHIGAN MUNICIPAL LEAGL	8,881	9,000	9,000	9,100
101-750.800-825.095	LEAP INC	15,000	15,000	15,000	15,000
NET OF REVENUES/APPROPRIATIONS - 750.800 - ASS		(52,213)	(58,125)	(54,978)	(55,200)
Dept 750.806 - CABLE TV					
101-750.806-701.000	SALARIES	174,595	198,529	160,000	170,550
101-750.806-701.080	SALARIES - TEMPORARY	5,552	32,500	32,500	32,500
101-750.806-706.000	OVERTIME	283	2,000	2,000	2,000
101-750.806-709.000	ICMA CONTRIBUTION	804	750	750	750
101-750.806-710.000	LONGEVITY	960	320	320	
101-750.806-714.000	FICA	14,175	17,909	15,000	15,800
101-750.806-715.000	HEALTH INSURANCE	12,418	31,150	16,500	16,200
101-750.806-715.010	INSURANCE OPT OUT	6,750	4,500	4,500	4,500
101-750.806-716.000	LIFE/DISABILITY INSURANCE	829	1,203	1,203	1,035
101-750.806-717.000	PENSION	15,783	20,100	18,000	23,221
101-750.806-717.500	VantageCare	3,157	4,011	3,000	3,455
101-750.806-718.000	WORKERS COMPENSATION	421	1,152	900	920
101-750.806-728.000	OPERATING SUPPLIES	446	650	650	650
101-750.806-750.000	PUBLICATIONS	12,532	13,700	13,700	13,700
101-750.806-820.000	CONTRACTUAL SERVICES	60,141	84,150	84,150	75,090
101-750.806-825.000	PROFESSIONAL CONFERENCE!	10,242	13,900	13,900	13,920
101-750.806-870.000	MILEAGE	7	100	100	100
101-750.806-880.000	COMMUNITY PROMOTION	3,365	3,600	3,600	3,600
101-750.806-890.000	Special Events	105	5,000	5,000	3,000
101-750.806-936.000	EQUIPMENT MAINTENANCE	413	500	500	500
101-750.806-955.000	MISCELLANEOUS	410	500	500	500
101-750.806-980.000	OFFICE EQUIPMENT & FURNITURE		500	500	500
101-750.806-980.010	VIDEO PRODUCTION EQUIPM	19,105	29,000	29,000	12,000
NET OF REVENUES/APPROPRIATIONS - 750.806 - CAI		(342,493)	(465,724)	(406,273)	(394,491)

Dept 900.901 - CAPITAL OUTLAY



Holiday Events & Activities



CHRISTMAS IN THE VILLAGE

Sunday, December 10 | 2:00 pm to 4:00 pm
Meridian Historical Village (5151 Marsh Road)



HERE COMES SANTA PAWS

Tuesday, December 19 | 5:45 pm to 8:00 pm
Nancy Moore Park (2100 Gaylord C. Smith Court)
*Pre-Registration Required



SANTA'S WOODLAND STROLL

Wednesday, December 20 | 5:45 pm to 8:00 pm
Nancy Moore Park (2100 Gaylord C. Smith Court)
*Pre-Registration Required



HOLIDAY SKATE PARTY

Saturday, December 23 | 6:00 pm to 8:00 pm
Marketplace on the Green (1995 Central Park Drive)
*Free, Drop-In Skating; No Pre-Registration Required

*EVENT REGISTRATION AVAILABLE AT RECREATION.MERIDIAN.MI.US

The holiday season is here, and Meridian Township is hosting events for all groups and ages!

Check out the attached flyer for the complete list of events, or review the Township calendar at:
meridian.mi.us/Calendar.

Meet the big man in red, skate through the holiday season, and learn holiday traditions of old at some of Meridian Township's upcoming seasonal events!

Check out the attached flyer for the complete list of events, or review the Township calendar at:
meridian.mi.us/Calendar.

Meridian Township

FARMERS' MARKET

WINTER MARKET CALENDAR

November

4

11

18

25

December

2

9

16

23

January

6

20

February

3

17

March

2

16

30

April

6

20

OUTSIDE

INSIDE MALL

Voter Registration Options:

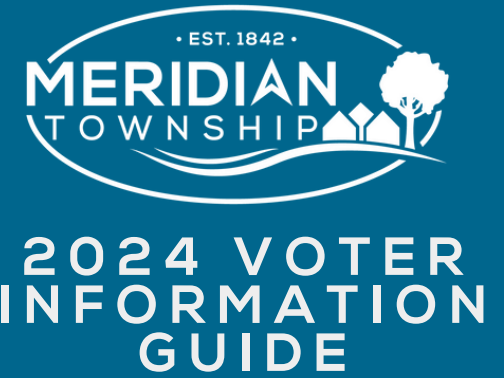
- ✓ If you have a valid Michigan Driver's License or State ID, you can register at mi.gov/vote
- ✓ If registering by mail, applications are on the Township website at meridian.mi.us/vote
- ✓ If you register in person, go to the Clerk's Office

Deadlines

- ✓ You can register to vote online or in-person up to 15 days prior to an election
- ✓ You can register in-person through Election Day at the Clerk's Office with proof of residency required 14 days before Election Day

What Is on the Ballot?

Beginning one month before Election Day, voters can go to mi.gov/vote to preview their ballot or go to the local Clerk's Office to get a sample ballot.



2024 Elections

- **Presidential Primary**
Tuesday, February 27
*Date may be changed to March 12

Early voting is from Saturday, February 17 to Sunday, February 25
- **Primary Election**
Tuesday, August 6

Early voting is from Saturday, July 27 to Sunday, August 4
- **General Election**
Tuesday, November 5

Early voting is from Saturday, October 26 to Sunday, November 3
- **Absentee Ballots are available for issuance to voters at the local Clerk's Office 40 days prior to each Election Day**

DEBORAH GUTHRIE TOWNSHIP CLERK

Clerk's Office
5151 Marsh Rd.,
Okemos, MI 48864

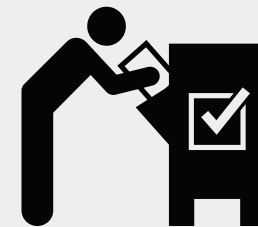


517.853.4300

clerksoffice@meridian.mi.us



meridian.mi.us/vote



Absentee Ballot Drop Box Locations:

- ✓ Municipal Building: 5151 Marsh Rd., Okemos (inside)
- ✓ Municipal Building: 5151 Marsh Rd., Okemos (outside)
- ✓ Haslett Library: 1590 Franklin St., Haslett (outside)
- ✓ Okemos Library: 4321 Okemos Rd., Okemos (outside)

Voting Option #1: Absentee Voting

All qualified, verified, registered voters have the option to vote with an absentee ballot.

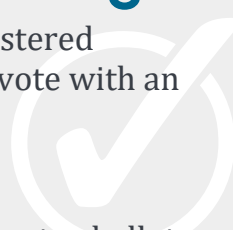
Step 1:

You must apply for an absentee ballot by filling out a Permanent Absentee Ballot Application. Voters who want to automatically receive a ballot for all future elections must sign up for the Permanent Absentee Voter List.

Step 2:

Return your absentee ballot by mail or at an official Meridian Township Absentee Ballot Drop Box listed on the front of the brochure by 8 pm on Election Day.

Postage is not required. You must sign the outside envelope as it appears on your driver's license or state issued ID if you have one.



Voting Option #2: In-Person Early Voting

All qualified, verified, registered voters have the option to vote early.

Meridian Township's Early Voting site is at the Meridian Township Municipal Building inside the Township Hall at 5151 Marsh Rd., Okemos.

Early voting is for 9 consecutive days prior to the Monday before Election Day. Dates are indicated on the back of the brochure. In-person early voting hours are from 8:00 am to 5:00 pm.



A PRIME COMMUNITY

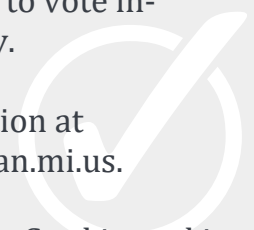
The early voting site is an official polling location where all polling location rules apply.

Voting Option #3: Vote on Election Day at your Polling Location

All qualified, verified, registered voters have the option to vote in-person on Election Day.

Find your polling location at mi.gov/vote or meridian.mi.us.

Your Voter Information Card issued in 2022 to all voters in Meridian Township has your polling location listed on it. If you need a new card, email clerksoffice@meridian.mi.us.



Find your polling location by scanning the QR Code:



How do you request an absentee ballot?

- Online at michigan.gov/vote
- Email clerksoffice@meridian.mi.us
- In-person at the local Clerk's Office at 5151 Marsh Rd., Okemos

What are the deadlines for requesting an absentee ballot?

- Applications available 75 days before Election Day.
- Applying in-person ends at 4pm prior to Election Day.
- Apply by mail deadline is the Friday prior to Election Day. Applying by mail is not recommended within 2 weeks of election.



2024 VOTER'S GUIDE

GUIDE TO VOTER CHANGES IN 2024



A PRIME COMMUNITY

NEW LAW ALLOWS FOR EARLY VOTING

The passage of Proposal 2 by voters in 2022 requires at least 9 days of early voting for each federal election.

Michigan has three federal elections in 2024:

- Presidential Primary Election
- Primary Election
- November General Election

Voters will have the opportunity to vote early for each federal election. All qualified, registered, verified voters are eligible to vote early.

The early voting site for Meridian Township voters will be at the Meridian Township Municipal Building inside the Township Hall at 5151 Marsh Road, Okemos, MI 48864.

The hours for Early Voting will be from 8:00 am to 5:00 pm.

Early voting days will be 9 consecutive days prior to each election except the Monday before Election Day, by law.

Absentee ballots can be submitted at the early voting site.

NEW LAW CREATES PERMANENT MAIL BALLOT LIST

The passage of Proposal 2 has changed the way in which voters who wish to vote absentee request absentee ballots. There is a one-time application each voter must submit to receive absentee ballots for all future elections.

What does this mean?

Voters who wish to have an absentee ballot mailed to them must submit an application to be on the Permanent Absent Voter Ballot List. This is a new application and must be completed and submitted in order to receive an absentee ballot. After the initial application, unless otherwise indicated, all future absentee ballots will be automatically mailed to the voter.

All voters will receive an application from the local clerk. Contact the Clerk for an application: guthrie@meridian.mi.us.

NEW LAW EXPANDS DROPBOX LOCATIONS

4 Absentee Ballot Drop Boxes

The passage of Proposal 2 requires one drop box for every 15,000 voters to be equally dispersed in the municipality and have 24/7 video monitoring. Meridian Township has over 33,000 registered voters, making it one of the largest voting townships in the state. Given this population, three boxes will be made available for voters to drop off ballots 24/7 and one box will be located inside the Municipal Building during open hours.

Where are the boxes located?

- 5151 Marsh Road, Okemos (inside)
 - 5151 Marsh Road, Okemos (outside)
- Near the outside entrance of:
- Haslett Library: 1590 Franklin Street, Haslett
 - Okemos Library: 4321 Okemos Road, Okemos

Each drop box meets security, safety, and accessibility standards. Drop boxes are available 40 days prior to Election Day and close at 8:00 pm at the close of polls.



DEBORAH GUTHRIE

Clerk,
Meridian Township

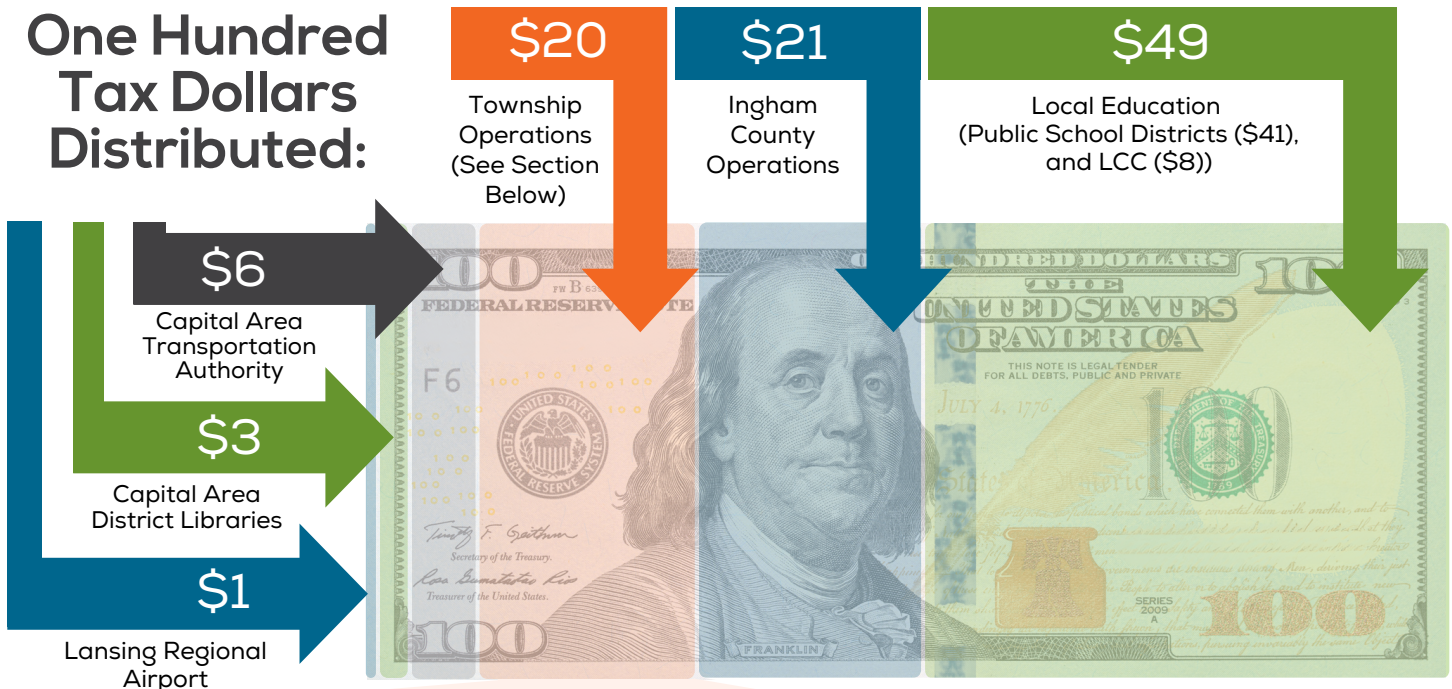
“The passage of Proposal 2 created many changes for how local clerks administer elections and it increased opportunities for how voters can cast their ballot. We’re working vigorously right now to assist voters to be #VoteReady in 2024.”

Meridian Township Treasurer Phil Deschaine Answers the Common Question:

Where Do My Property Tax Dollars Go?



One Hundred Tax Dollars Distributed:



Tax Dollars Supporting Our Township:



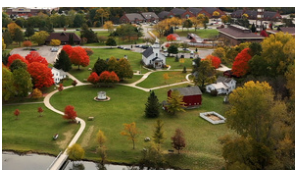
POLICE - \$5



FIRE/EMS - \$5



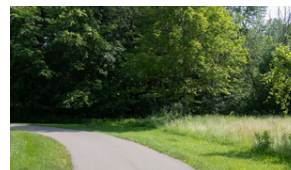
ROADS - \$3.75



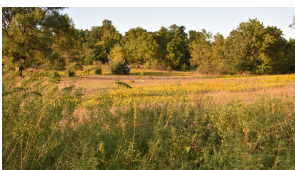
GENERAL GOVT \$3.70



PARKS, REC - \$1.25



PATHWAYS - \$0.70



PRESERVES \$0.30



REDI RIDE \$0.30

"Nearly 70% of Meridian Township's tax dollars stay in our community providing for our excellent local schools, our police and fire departments, parks and land preserves, local roads, walking pathways, and general services. The remaining 30% supports Ingham County, public transit, and our community libraries."

Phil Deschaine
Township Treasurer



*The average 2023 Meridian Township residence generates an annual tax bill of \$6,335. This residence generates an annual \$3,104 toward local education, \$1,330 for county operations, \$1,267 for Township operations, \$380 for CATA, and \$191 for CADL, and \$63 for the airport.

**Distributions calculated from the 2023 Township Budget.



Meridian Senior Center's MISSION:

We believe a person-centered approach is key to enhancing wellbeing for older adults.

We provide a welcoming community for adults age 55 and over to gather and engage in enriching programs and activities. We work to deliver programs and services that meet the ever-changing lifestyle needs for older adults throughout our region.

Become a Member TODAY!

Township Resident:

- \$25 single | \$35 couple

Non-Township Resident:

- \$35 single | \$45 couple

Membership Period: Jan 1 - Dec 31

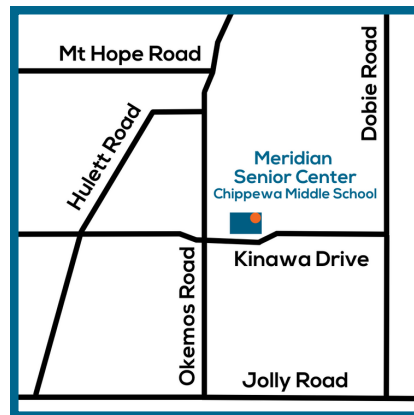
Volunteer Opportunities

We'd love to have you! Call us at 517.706.5045 for more information.

OVER 400 MEMBERS STRONG

Location:

4000 N. Okemos Road
Okemos, MI 48864
(Located in the east wing of Chippewa Middle School)



Hours:

9:00 am to 4:30 pm
Monday through Friday

Contact Us:

517.706.5045

Stay Up to Date!

meridianseniorcenter.weebly.com
facebook.com/MeridianSeniorCenter



Meridian Senior Center

Where Friends Meet

meridianseniorcenter.weebly.com



The Senior Center is a public service of
Meridian Township and Okemos Public Schools



Our Five Pillars of Healthy Aging

The Meridian Senior Center uses five focal areas of wellness to enhance the happiness and wellbeing of guests:

- **Good Nutrition**
- **Physical Activity**
- **Social Engagement**
- **Mental Stimulation**
- **Meaningful Activities & Relationships**

These five pillars guide the selection and creation of Center exercises, activities, and programs.



Our Exercise & Activities

Whether you're looking to learn a new skill or improve an existing habit, our skilled instructors provide classes designed for older adults.

Class availability varies, but common classes include:

Exercise

- Jazzercise Lite
- Line Dancing
- Yoga
- Table Tennis
- Evidence Based Exercise Classes
 - Matter of Balance
 - Enhanced Fitness
 - PATH

Creative

- Arts/Crafts
- Book Clubs

Social

- Games (Bingo, Bridge, Euchre, Mahjong)

& Many More!

Our Wellness Programs

Outside organizations regularly provide educational programs for our guests. Common programming includes:

- Health Screenings
- Educational Seminars
- Life Coaching
- Reflexology
- Reiki
- Massage Sessions
- Nutrition Classes



Coffee is always brewing

Beginning at 9:00 am, M-F

BECOME A MEMBER!

LEARN MORE AT MERIDIANSENIORCENTER.WEEBLY.COM



Township To-Do

To Do:

Date: October 7, 2023



Heritage Festival

Meridian Historical Village | 10:00 am to 4:00 pm



Farmers' Market

Marketplace on the Green | 8:00 am to 2:00 pm



Fire Prevention Open House

Central Fire Station | 1:00 pm to 4:00 pm



Native Plant Sale

Harris Nature Center | 9:00 am to 1:00 pm



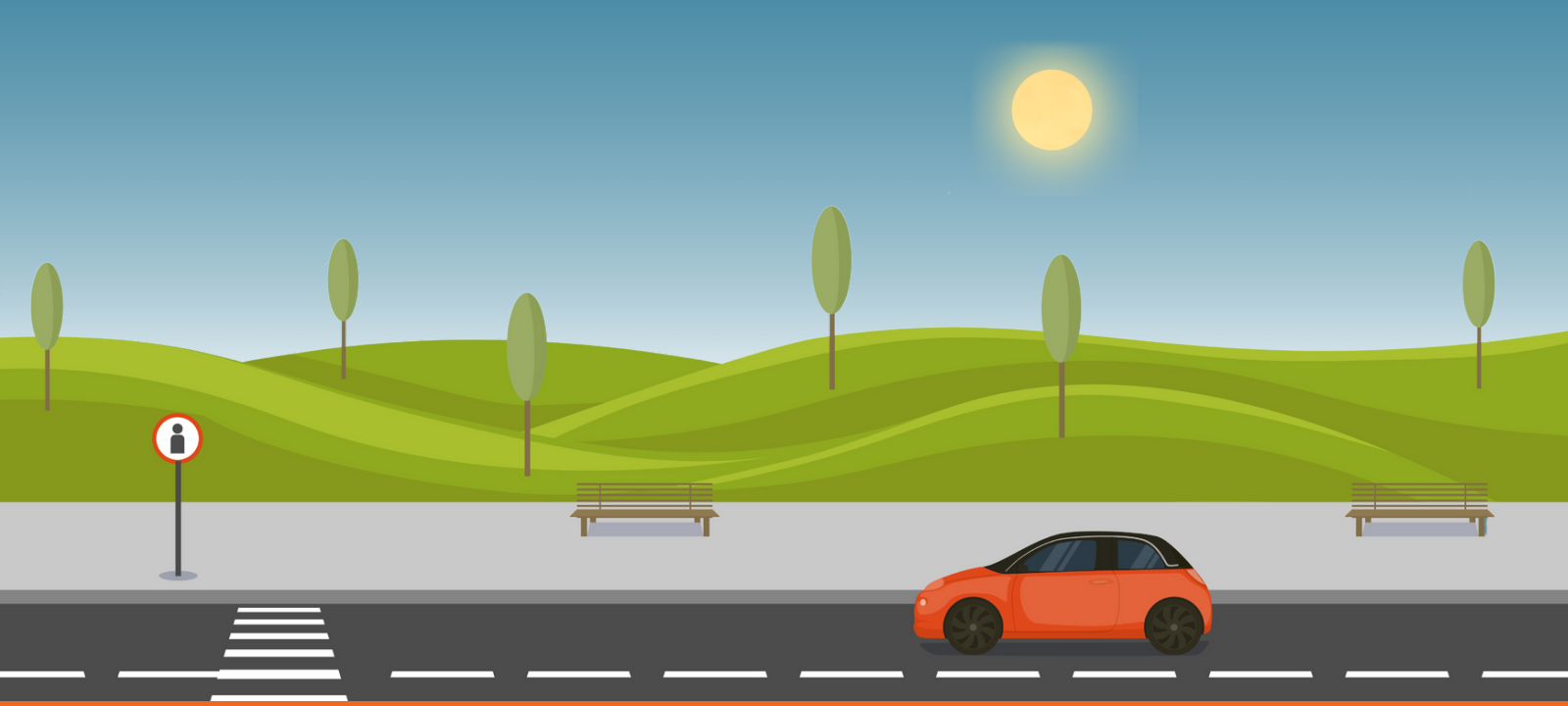
Meridian Eco-Tour

Times and Locations Vary



Stewardship Saturday

Lake Lansing North Preserve | 9:30 am to 12:00 pm



KNOW BEFORE YOU GO:

Five Township Pedestrian Safety Tips

Autumn changes in daylight, traffic volume, and weather conditions can make this season more dangerous for pedestrians. With these changes, it is especially important to engage in safe practices when traveling. Before you go, remember to practice the following pedestrian safety tips:

.....

1

Similar to enforced driving laws, be sure to follow the rules of the road and obey signs and signals.

2

Walk on sidewalks whenever they are available. If there is no sidewalk, walk facing traffic and stay as far from traffic as possible.

3

Wear clothing that will help passing drivers see you. Wear bright colors during the daytime, reflective materials (or operate a flashlight) at night, and always wear a helmet when riding a bicycle.

4

Cross streets at crosswalks or intersections. Before crossing, always look both ways and make sure traffic is stopped in all directions before proceeding into the crosswalk. Remember, drivers may not always check the crosswalk when they are turning.

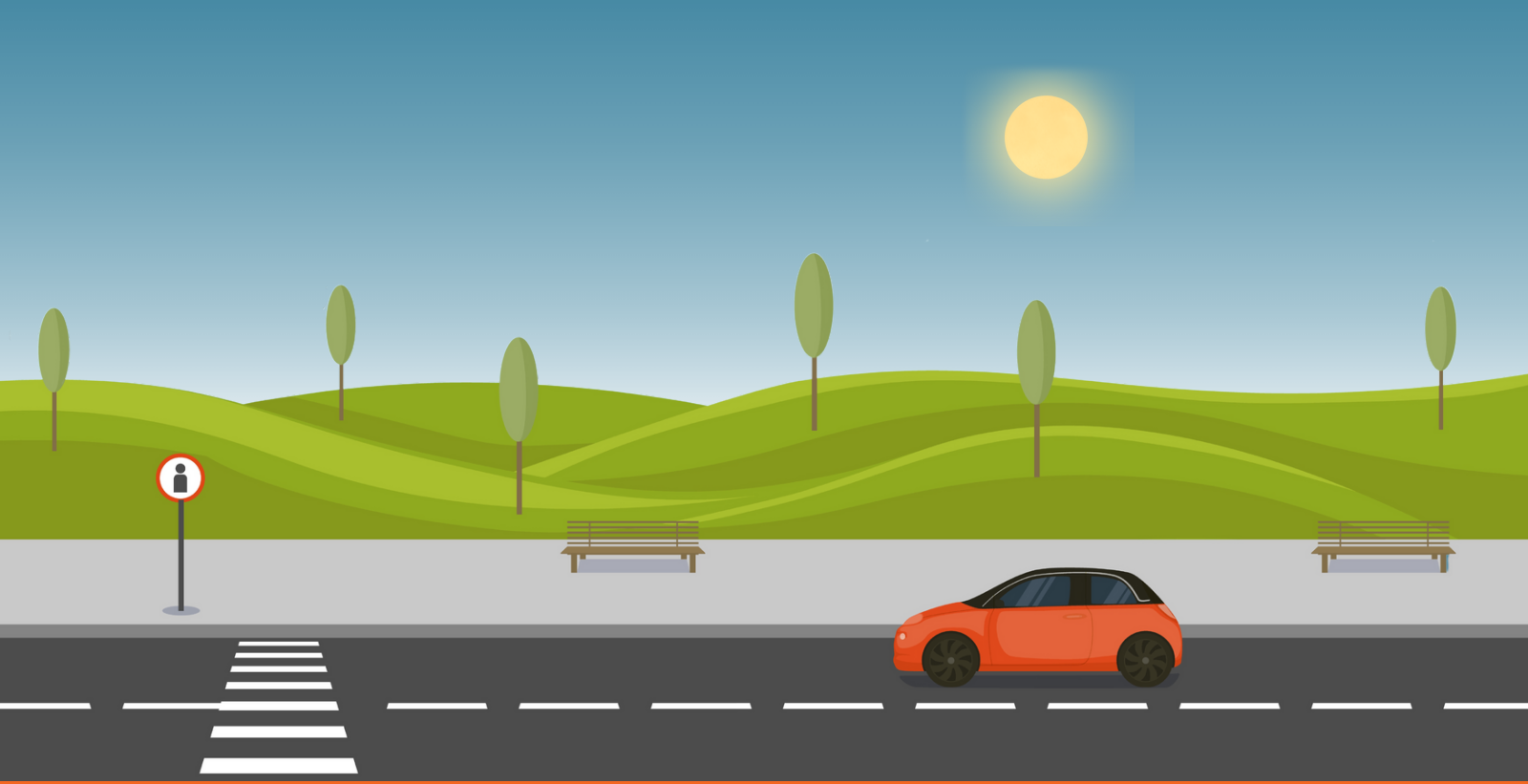
5

Stay alert and never engage in activities that may remove your focus from traffic, such as the use of mobile devices. Avoid using roadways and pathways following the use of alcohol or drugs.

.....



**This pedestrian safety tip list is not exhaustive. Pedestrians are encouraged to review safe practices or contact the Meridian Township Police Department with any questions about pedestrian safety.



KNOW BEFORE YOU GO:

Five Township Driving Safety Tips

Autumn changes in daylight, traffic volume, wildlife populations, and weather conditions can make this season more dangerous for drivers. With these changes, it is especially important to engage in safe driving practices on Meridian Township roads. Before you go, remember to practice the following driving safety tips:

.....

1

Follow the rules of the road and obey signs and signals. Traffic laws are established for the safety of yourself and others.

2

Use extra caution when driving in hard-to-see conditions, such as nighttime, fog, or bad weather. If necessary, slow to a speed that provides you with sufficient time to brake.

3

Slow down and be prepared to stop when turning or entering a crosswalk. If a pedestrian is crossing, stop well in advance of the crosswalk. Do not pass vehicles at a crosswalk.

4

Never drive under the influence of alcohol and/or drugs.

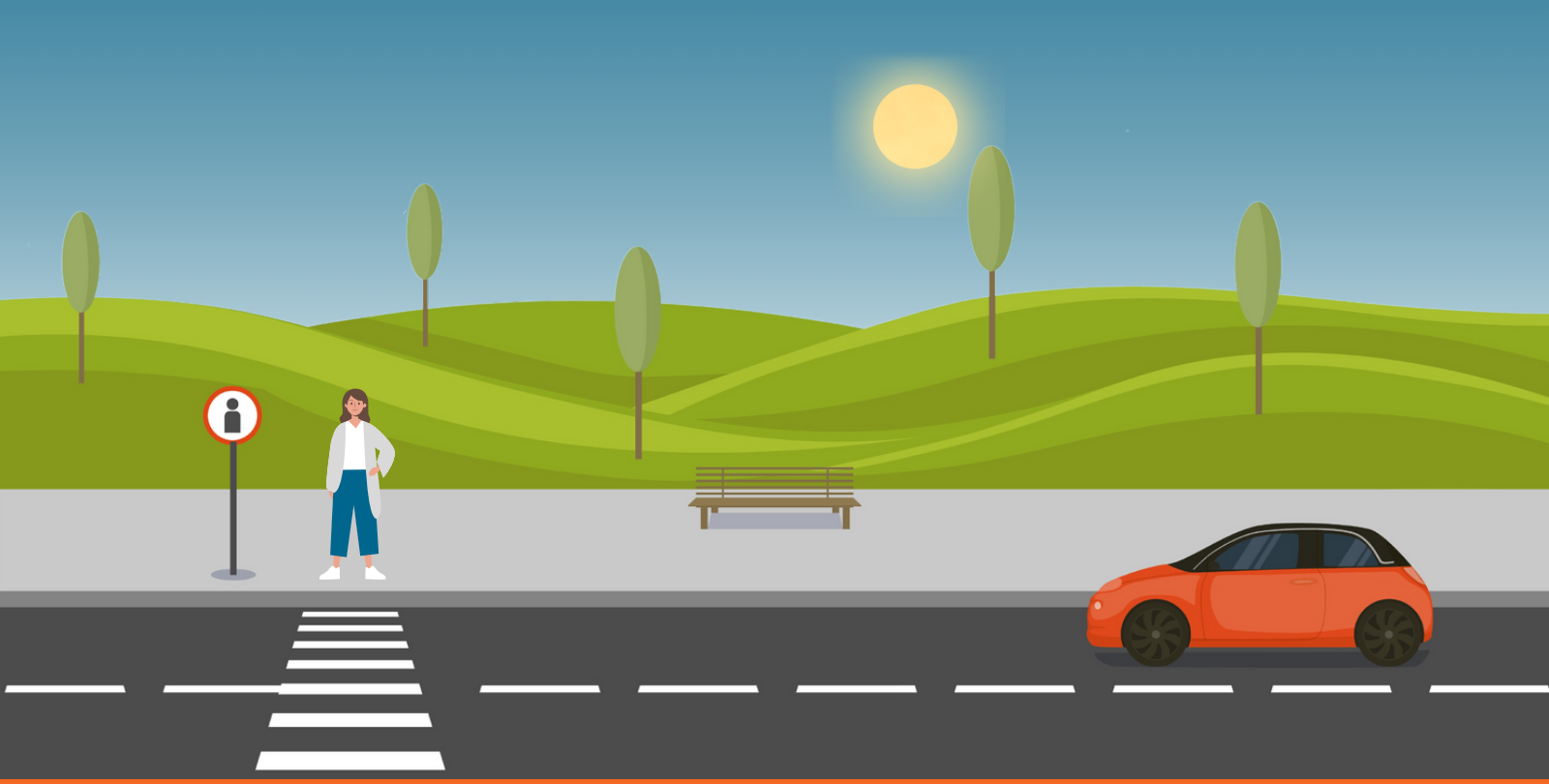
5

Never engage in distracting activities while driving, including the use of mobile devices or other activities that remove your focus from the road.

.....



**This driving safety tip list is not exhaustive. Drivers are encouraged to review safe practices or contact the Meridian Township Police Department with any questions about road safety.



KNOW BEFORE YOU GO:

Crosswalk Safety For Drivers & Pedestrians

In 2009, Meridian Township adopted the Michigan Uniform Traffic Code to ensure our roadways were safe for all. Sections 28.1701 through 28.1706 address the responsibilities of both drivers and pedestrians when it comes to crosswalks. Here are some rules that will give clarity on how to approach a crosswalk, whether you are a motorist or a pedestrian.

.....

1

If a pedestrian approaches a crosswalk and the intersection has a pedestrian traffic-control signal, the pedestrian must follow the direction given by the signal. Pedestrians should stop when the red hand sign is lit and may enter the crosswalk when the white crossing sign is lit.

2

If there is no traffic control signal present but there is a crosswalk and you are a driver, you must yield the right of way to a pedestrian entering the crosswalk. If you are able to stop for a pedestrian in a crosswalk, it is the driver's responsibility to do so.

3

If there is no traffic control signal present but there is a crosswalk and you are a pedestrian, you must ensure that traffic has an ample opportunity to stop before you enter the crosswalk. You may not suddenly leave the curb or run into the path of a vehicle that doesn't have time to stop.

4

Should you find yourself in an area that does not have a crosswalk and you need to cross the road, it is your responsibility as a pedestrian to yield the right of way to traffic. Be very careful if you are crossing and there is no crosswalk and make sure all traffic is clear in both directions before crossing.

.....



**This driving safety tip list is not exhaustive. Drivers are encouraged to review safe practices or contact the Meridian Township Police Department with any questions about road safety.



Communications
Commission

Commission Members Reports & Announcements



Communications
Commission

Action Items



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 5, 2023
Re: Set 2024 Meeting Schedule

According to Rule 6.6 of the Communications Commission Rules and Procedures, the meeting schedule must be adopted at the beginning of the calendar year. Though the meeting schedule is set in advance, meetings can be cancelled, and special meetings called if need be.

6.6 Meeting Schedule. The Commission shall meet in regular session according to a schedule adopted at the beginning of the calendar year or as subsequently revised. Special meetings shall be called by the chairperson or shall be called at the request of three members of the Commission.

Proposed 2024 Communications Commission Regular Meeting Schedule:

- Wednesday, March 27, 2024 6:00 pm Town Hall Room
- Wednesday, June 26, 2024 6:00 pm Town Hall Room
- Wednesday, September 25, 2024 6:00 pm Town Hall Room
- Wednesday, December 18, 2024 6:00 pm Town Hall Room

The Communications Commission **MOVES TO APPROVE THE 2024 COMMUNICATIONS COMMISSION REGULAR MEETING SCHEDULE AS PRESENTED.**



8.B

To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 5, 2023
Re: Chair and Vice Chair Appointments

According to Rule 4 of the Communications Commission Rules and Procedures, a new Chair and Vice Chair must be selected at the last or first regular meeting in a calendar year.

RULE 4:

4.1 Selection. At the last or first regular meeting in a calendar year, the Commission shall select from its members a chairperson and vice chairperson.

Staff is requesting the Communications Commission MOVE TO APPROVE _____ AS THE COMMUNICATIONS COMMISSION CHAIR FOR THE 2024 CALENDAR YEAR.

Staff is also requesting the Communications Commission MOVE TO APPROVE _____ AS THE COMMUNICATIONS COMMISSION VICE CHAIR FOR THE 2024 CALENDAR YEAR.



Communications
Commission

Discussion Items



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 5, 2023
Re: General Fund Allocation for Communications Commission Grants

At the September 6, 2023 Communications Commission regular meeting, Manager Diehl informed the Commission of a resident on Meridian Road who is unable to receive Comcast service without paying out of pocket for the fiber to be installed.

The reason they have to pay out of pocket is because they live in an area that Comcast fiber has not been installed yet. The resident reached out to Manager Diehl to ask if there was any way the Township can intervene.

At the same September 6, 2023 Communications Commission meeting, Clerk Deborah Guthrie informed the Commission that money from the General Fund can be allocated to the Commission in the form of grants to be awarded to residents who applied.

Commissioner Whiting-Dobson requested this topic be on discussion for the December 13, 2023 Communications Commission regular meeting.



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: December 5, 2023
Re: Communications Commission Member Recruitment

The Communications Commission consists of five members and two alternates who are appointed by the Township Supervisor. All members/alternates serve a three-year term. Presently, there are three members, one alternate, and the Board Liaison.

Chair Seipel, Commissioner Charles, and Commissioner Whiting-Dobson have expressed interest in reaching out to individuals who may want to serve on the Communications Commission. Manager Diehl is recommending that the Commissioners discuss the qualifications they hope applicants to have when applying for the Communications Commission, as well as how they may want to go about recruiting members.



Communications
Commission

Compliments/ Complaints



Communications
Commission

Communications/ Announcements



Americans for Responsible Technology

184 Main Street • Port Washington • New York • 516.883.0887 • www.AmericansForResponsibleTech.org

November 6, 2023

John Diehl
6312 Porter Ave.
East Lansing,
Michigan 48823

Dear Mr. Diehl,

At your request I have reviewed the existing code for the Township of Meriden (*§ 86-438 Wireless Communications Facilities Overlay District. [Code 1974, § 82-19; amended by Ord. No. 2016-03, 1-5-2016]*). This code is similar to the codes of many other municipalities that have not been recently updated to comply with FCC Orders, accommodate recent changes in telecommunications infrastructure, or take full advantage of the powers granted to local municipalities by the 1996 Telecommunications Law.

Please note this letter is not intended to, and should not be construed as offering or providing, legal advice. I strongly recommend that you and the Township Board members seek appropriate independent legal counsel regarding the applicability of the code suggestions contained herein.

As you are aware, the wireless industry is rapidly expanding its national network of antennas to meet demand and to build additional capacity for what it hopes will be expanded use of wireless broadband and the new generation of devices using 5G. They have pulled back on the larger "cell towers" of the last decade, and are now increasingly turning to small, less obtrusive antennas that can be mounted on buildings, utility poles or monopoles in close proximity to customers. The new code needs to recognize this change and incorporate language to protect the Township and its residents from reckless or haphazard placement of antennas.

It's important to keep in mind as you consider changes to the code that the wireless purveyors are interested in placing their antennas in the most convenient, least expensive place they can, with as little trouble as possible. Their interest is not necessarily with protecting the rights or interests of local citizens. That's what the Board is there to do.

I mentioned the rights granted to local municipalities by Congress. Those rights do not automatically flow to local officials; they must be articulated and reserved by local officials in the local zoning code. Here are some examples of things I would suggest:

1. The code should require applicants to document the specific personal wireless communication problem being addressed by the proposed antenna installation and explain why the selected location is the least intrusive means of solving the problem. The code should clearly define "adequate coverage" as occurring when a wireless carrier's coverage is such that most customers can successfully use the carrier's service for talk and text most the time in most locations within the municipality.

2. The Township is within its rights to require the submission of certified "drive test" results (for inadequate coverage) and "dropped call reports" (for lack of capacity) that clearly identify gaps in coverage that will be remedied by the proposed antenna(s), and evidence that the proposed location is the least intrusive means to ensure adequate coverage. I will note that it's not unusual for the carrier to submit test results that don't match the actual data. That's why we suggest the reports be certified and provided under penalty of perjury.

3. The code should clearly specify the Township's preferred areas for installation of antennas (industrial, then commercial, and then - as a last resort - residential). The applicant should have to provide written documentation of significant effort to place antennas in non-residential areas, away from schools and daycare centers (due to fire or pole failure), and proof that such alternate sites will not result in adequate coverage before a permit is issued.

4. The current insurance section of the code is not adequate to protect the Township. The new code should require wireless purveyors to possess liability insurance which **does not** exclude coverage for health claims due to radiofrequency (RF) radiation exposure (in insurance parlance, a "pollution exclusion"). This insurance is very difficult to obtain, since most major insurance companies will not insure against claims for harm from RF radiation exposure. So if the applicant can't get that insurance, self insurance may be acceptable, but be careful: the insurance must be issued in the name of the parent company (e.g., Verizon), not the contractor, agent or a company subdivision. One carrier in particular is fond of setting up tiny LLCs to be legally responsible, but which have no assets.

5. The code should specify that it applies to all types of RF antennas, including freestanding, pole mounted, structure-mounted and stealth- and strand-mounted antennas.

6. The code should require that a certified engineer attest, under penalty of perjury, that the completed and operational antenna meets current all government radiation exposure limits for the general public, not the FCC's occupational limits, which are substantially higher. Also, the code should mandate that FCC safety limits apply to the *aggregate* emissions of all co-located equipment, not just emissions of single antennas. In the event such aggregate emissions exceed FCC guidelines, all antennas must be turned off until the emissions are lowered to acceptable limits.

7. The Township is within its legal rights to hire an independent RF engineer to conduct random, unannounced RFR emission testing of any or all antenna installation(s) at the expense of the operator and provide for substantial penalties for violations of FCC safety limits.

8. Finally the code should require applicants to certify that the operating company, its parent companies and all subsidiaries and contractors are subject to all local state and federal laws, including the Americans with Disabilities Act, and that the operation of the antennas will not jeopardize the health and well-being of any citizens. The Town should certainly be held harmless from any judgment in that regard.

I hope the foregoing is helpful to you as you consider changes to the Township code. I would be happy to meet with town officials in an informal meeting at no charge to discuss any or all of these suggestions and answer any questions they may have.

Sincerely,

Douglas A. Wood
National Director
Phone – 516-883-0887
Email – daw@grassrootsinfo.org

RE: Meridian Township Small Cell Tower ordinance Upgrade

Deborah Guthrie <guthrie@meridian.mi.us>

Thu 11/30/2023 5:37 PM

To: john diehl <jdiehlc@gmail.com>; Patricia Herring Jackson <pjackson@meridian.mi.us>

John,

Thank you for sending this to us. I will forward to the Communications Commission for review at their upcoming meeting. I think that would be the best place to start. They can review the ordinance and make a recommendation to the board if they agree to do so.

I will also review the materials and will be in attendance at the upcoming Communications Commission meeting. Thank you, Deborah

**Deborah Guthrie**

Clerk, Meridian Township

guthrie@meridian.mi.us

W 517.853.4324 | F 517.853.4251

5151 Marsh Road | Okemos, MI 48864

meridian.mi.us

To check your voter registration status, request an absent voter ballot or to track your ballot, please visit www.michigan.gov/vote

From: john diehl <jdiehlc@gmail.com>**Sent:** Thursday, November 30, 2023 5:28 PM**To:** Patricia Herring Jackson <pjackson@meridian.mi.us>; Deborah Guthrie <guthrie@meridian.mi.us>**Subject:** Meridian Township Small Cell Tower ordinance Upgrade

Hello Ms. Jackson,

I met with you and your staff this past May 17th with regard to the erection of small cell towers in Meridian Township. Again, I want to thank you for giving me time to meet with you.

Since then I emailed [Doug Woods of Americans for Responsible Technology](#) to ask Doug to take a look at Meridian Township's local ordinance for small cell tower erection, which is something he does for any local establishment. At that point Doug was extremely busy with local governments, and it took a while for him to get back to me. But recently Doug did review the Meridian Township ordinance and sent me his thoughts on current upgrades to keep ahead of FCC changes. Please see the attachment below.

Doug is happy to meet with you or your staff (no charge). He wrote me saying: "we can arrange a Zoom call at the convenience of the Supervisor or any members of her staff or other Board members. I'm pretty free in the evenings, which is when most Boards tend to meet. But I can arrange my schedule at other times to be available with enough notice."

I do hope Doug's letter (below attachment) will be of great help to you to keep your small cell tower ordinance freshly updated.

Thanks,

John Diehl

Phone 517-332-1935



Communications
Commission

Video Service Provider



Communications
Commission

Programming



To: Communications Commission
From: Danneisha McDole, Multimedia Production and Operations Specialist
Date: November 29, 2023
Re: Program Totals and Video On-Demand Totals

Program Totals (Year to Date):

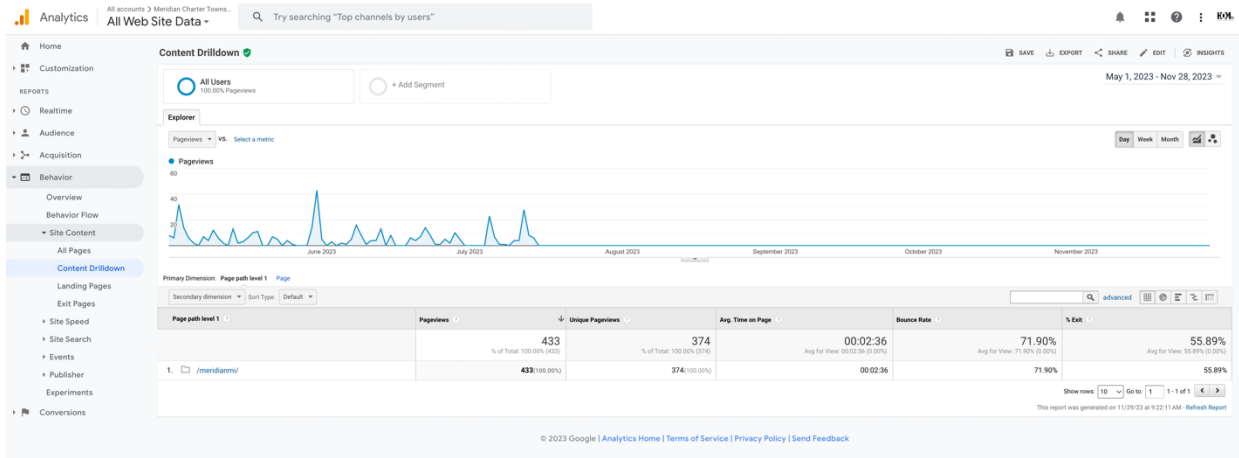
- Meridian Live: 64
 - Township Board: 24
 - Planning Commission: 22
 - Environmental Commission: 9
 - Zoning Board of Appeals: 9
- Catching Up with Kenize: 3
- HOM Entertainment: 13
- Event Coverage: 10

Video On-Demand Analytics on next page.

Memo to Communications Commission
November 29, 2023
Re: Programming
Page 2

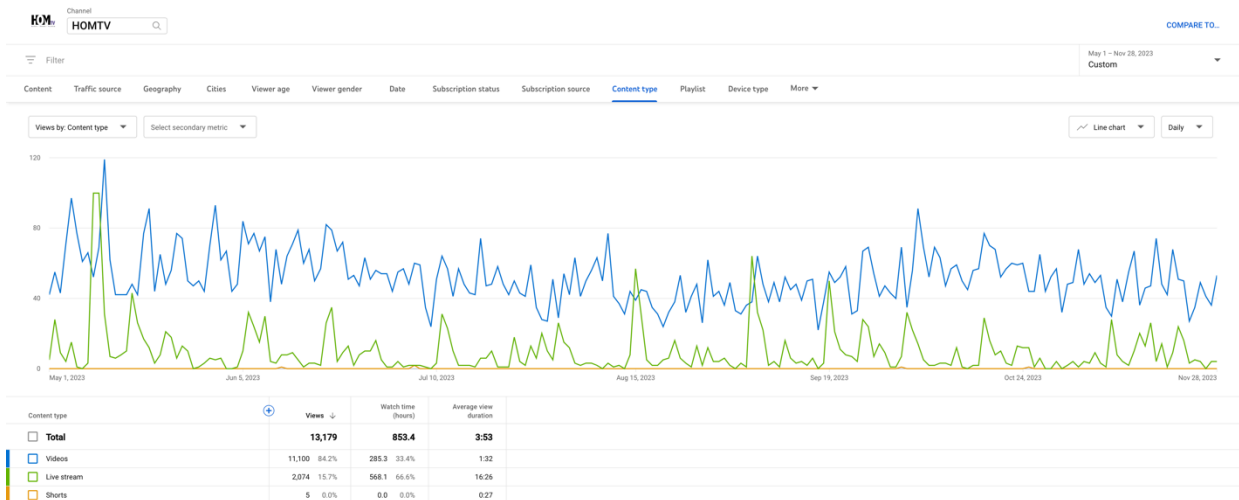
HOMTV Website Video On-Demand (Swagit)

The graph shows that HOMTV on-demand services via Swagit had 433 year-to-date pageviews.



YouTube Live vs. Uploaded Content Stats

This graph shows the amount of HOMTV YouTube views based on uploaded content and live streams. Of the 13,179 total views for the year, 84.2% of those were for uploaded content and 15.7% were for the video streamed live (Township meetings).





Communications
Commission

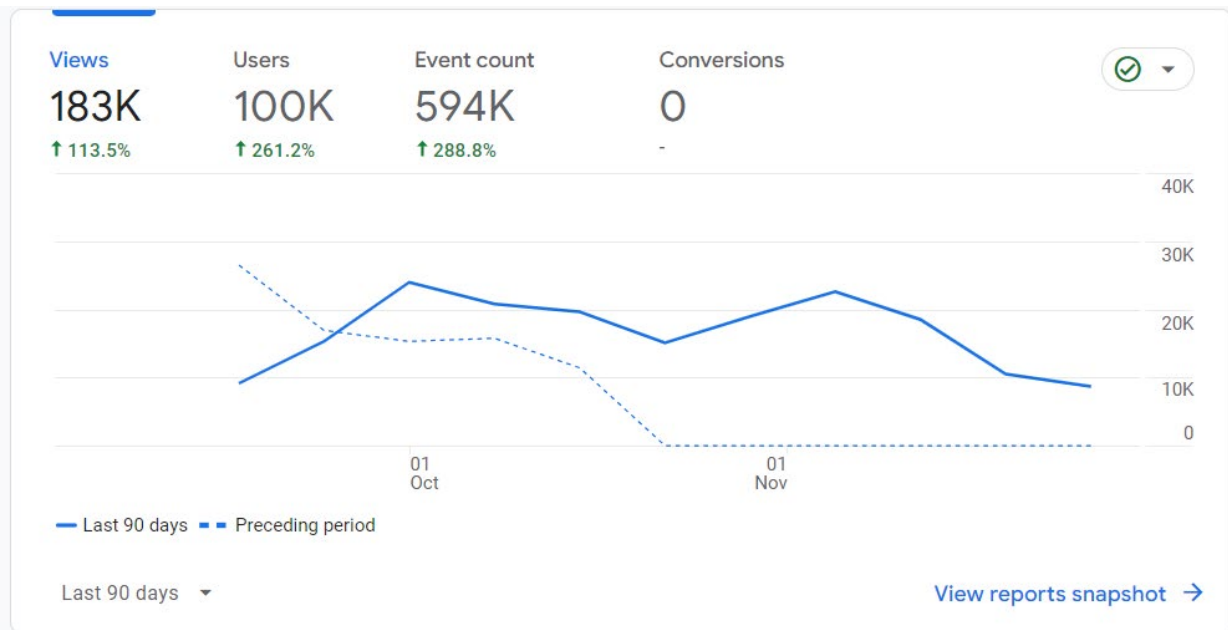
Website Analytics



To: Communications Commission
From: Rachael Stohlin, Marketing and Public Relations Specialist
Date: December 1, 2023
Re: Meridian Township & HOMTV Website Analytics

Following an interruption in Google Analytics service during the summer of 2023 due to an upgrade of Google's system from Universal Analytics to Google Analytics 4, in addition to a need for the Communications Department to take steps to receive this new analytics data, analytics are not available for the Meridian Township website for this quarter until approximately September 17. Google Analytics data still needs to be set up for the HOMTV.net webpage.

Since September 17, Meridian Township's website received 183,000 page views from 100,000 users. Of those users, 98,000 were new.





To: Communications Commission
From: Rachael Stohlin, Marketing and Public Relations Specialist
Date: December 1, 2023
Re: Marketing Updates & Social Media Performance Summary YTD

Updates

Since the September Communications Commission meeting, the Communications Department's marketing and promotion efforts have slowed due to a seasonal decrease in local events and programs. This decrease in marketing workload has allowed us to reflect on and modify department practices. In practice, this has meant increased brainstorming of marketing materials, listening to Township sentiment, and updating department policies and procedures.

In my September report, I reflected on updates to the Township's External Social Media Policy. In the last quarter, we have also updated the Community Engagement Policy with Township Board approval, and we are actively reviewing several other policies, including the Township's Marketing and Promotion Strategy, Social Media Policies, HOMTV Operating Policies, CAMTV Policies and Procedures, and Communications Commission Rules and Procedures.

Looking back at the marketing and promotion efforts that we did undergo this quarter, we assisted in promotions with the Friends of Historic Meridian's Heritage Festival, Parks & Recreation's Halloween events, the postponed Clerk's Citizen's Academy, Township Board listening sessions, and the 6th Annual Pancake Breakfast Fundraiser. Paid ads this quarter included ads for the Pancake Breakfast Fundraiser, Fall Recycling, Firefighter/Paramedic recruitment, Spooktacular Adventures at the Market, Clerk's Citizen's Academy, Township Board listening sessions, and local Crossing Guard Recruitment.

Social Media Performance Overview:

Meridian Township continues to excel on its social media platforms. Specifically, the Township's primary accounts are competitive among Greater Lansing municipalities, with comparable analytics to these pages. For this and future performance overviews, I have removed a previously listed Facebook and Instagram statistic reflecting post quantity, as post quantity does not indicate marketing quality.

In this quarter, several areas for improvement were discovered or confirmed for the following quarter:

- Boosting email newsletter subscribers.
- Engaging more with popular local organizations, businesses, and influencers by interacting with their posts.
- Improving X (Twitter) reach and engagement.
- Building connections with our significantly large Nextdoor audience.



Facebook

Meridian Township:

- Facebook followers: 9136 (+731 in 2023).
- Page reach: 72,157 (-21.5% compared to previous quarter).
- The top performing post of the quarter informed residents of a free Thanksgiving meal that Blondie's Barn was providing to local residents.

HOMTV:

- Total Facebook followers: 2,459 (+62 in 2023).
- Page reach: 4,684 (-90.6% this quarter).
- The top performing posts in the quarter were regarding HOMTV's encoder updates and a HOM Entertainment segment featuring Richard Thomas from Broadway's To Kill a Mockingbird.

Meridian Township Parks & Recreation:

- Facebook followers: 3,331 (+381 in 2023).
- Page reach: 38,895 (-13.3% this quarter).
- The top performing post of the quarter announced the return of the artificial ice rink at Marketplace on the Green.

Harris Nature Center:

- Facebook followers: 4,305 (+342 in 2023).
- Page reach: 25,295 (+52.9% this quarter).
- The top performing posts of the quarter were regarding the Okemos Meijer's \$5,000 donation to the Harris Nature Center Foundation, as well as the pending removal of the Beaver Lodge play feature at the Harris Nature Center.

Meridian Township Farmers' Market:

- Facebook followers: 13,193 (+1,610 in 2023).
- Page reach: 100,673 (-8.7% this quarter).
- The top performing posts for this period were all promotions for an upcoming farmers' market or the opening of the indoor winter market.

Meridian Township Fire Department:

- Facebook followers: 3,071 (+192 in 2023).
- Page reach: 35,790 (+68.3% this quarter).
- The top performing post of the quarter was in relation to the Great Divide event on October 20.



X (formerly Twitter)

Meridian Township:

- Total followers: 3,380 (+12 this quarter).
- Impressions: 9,800 this quarter.
- The top tweet announced a brief closure of Lake Lansing Road.

HOMTV:

- Total followers: 1701 (-6 this quarter).
- Impressions: 1,200 this quarter.
- The top tweet announced the opening of applications for the HOMTV Internship Program.

Instagram

Meridian Township:

- Total followers: 2,318 (+30 this quarter).
- Reach: 3,240 (-52.9% this quarter).
- Content interactions: 806 (-44.3% this quarter).

HOMTV:

- Total followers: 505 (+2 this quarter).
- Reach: 397 (-35% this quarter).
- Content interactions: 70 (-81.1% this quarter).

Harris Nature Center:

- Total followers: 986 (+19 this quarter).
- Reach: 823 (+11.2% this quarter).
- Content interactions: 382 (-15% this quarter)

Meridian Township Farmers' Market:

- Total followers: 1433 (+62 this quarter).
- Reach: 964 (-38.1% this quarter).
- Content interactions: 638 (-32.6% this quarter).

LinkedIn

Meridian Township:

- Total followers: 785.
- Post impressions: 13,773 in 2023.
- Unique visitors: 479 this quarter.

HOMTV:

- Total followers: 1,225.



- Post impressions: 2,698.
- Unique visitors: 192 this quarter.

Nextdoor: Nextdoor continues to have the highest volume of followers and greatest engagement for the Township. Meridian Township has 13,456 subscribers, which is an increase of 417 this quarter alone.

Constant Contact: Currently, we have 9,584 contacts across the Township's three newsletters, with an average open rate of 56%, remaining well above the industry average. It may be noted that there was a significant drop in contacts this quarter. This was due to a purge of email addresses in our contact lists that Constant Contact was noting as undeliverable.



Communications
Commission

Publications/ Promotions



Communications
Commission

Finance



Communications
Commission

HOMTV Internship/Alumni



11F.

To: Communications Commission
From: Danneisha McDole, Multimedia Production and Operations Specialist
Date: November 29, 2023
Re: HOMTV Internship/Alumni

For the Fall 2023 HOMTV Internship Program, we collectively decided as a staff to have the internship go on hiatus for the semester. During this time, we took time to prepare and create a new plan to rebuild for future semesters and interns moving forward. We are excited to start the upcoming Spring 2024 semester with new interns. We will be starting the interview process the second week of December.

We had one returning intern, Stella Govitz, who was our Reporting intern for the summer 2023 semester. This Fall semester, her title is the Special Assignment intern. We accommodated her school and work schedule, and she only comes in every Monday from 1:00 pm to 5:00 pm and worked remotely a few days out of the week for the semester. The end of her semester will be December 4, 2023.

Our intern Stella worked on one major project, helped shoot photos and conducted a video story assignment:

- Helped captured photos for the new Police Chief, Rick Grillo's swearing-in ceremony.
- Captured photos for Lieutenant Curt Squires promotional ceremony.
- A video voiceover package for the Spooktacular Adventures at the Market 2023.
- Stella has continued her documentary series, 'Meridian Makers,' for episode two focusing on the environmental commission of the Township that will be released in December 2023.

We are looking forward to the Spring 2024 semester and welcoming back interns with a new set of workshops and opportunities to post more engaging content for the Township.