



FOR IMMEDIATE RELEASE
August 28, 2017

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HOMTV Recognized at Regional and National Level
Meridian Township Government Access Channel Strives for Excellence

OKEMOS, MI – HOMTV continues success in competitions and will receive honors by the National Association of Telecommunications Officers and Advisors (NATOA) and the Central States Region of the Alliance for Community Media (ACM).

NATOA – 2017 Government Programing Nomination

<u>Category</u>	<u>Title</u>	<u>Award</u>
Event/Program Promotion	“Ballot Meridian Election Coverage Promo”	TBA

Winners for First, Second or Third Place will be announced at the 32nd Annual Government Programming Awards Dinner on September 14th in Seattle, WA.

ACM Central States Region – 2017 Philo Festival of Media Arts Competition Nominations

<u>Category</u>	<u>Title</u>	<u>Award</u>
Political Awareness	“Ballot Meridian Primary Election Night”	Finalist
Overall Excellence in Combined P.E.G. Access	“HOMTV Overall Excellence”	Finalist

The Philo Awards Ceremony will take place on October 20th in Lake Orion, MI.

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HOMTV is Meridian Township’s award-winning government access channel providing exclusive gavel to gavel coverage of Township meetings and additional programming that offers news and information about the community. HOMTV programming can be viewed on demand at www.homtv.net.

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**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

Director's Statement:

Communications Commission:

The Communications Commission approved a HOMTV Alumni Giving Program as the first step in bringing in additional revenue. This project is on hold until Intern Coordinator Brandie Yates returns from maternity leave. Additionally, the commission recommended updating the Production Rates and encouraging staff to offer digital media classes to the public in 2018. The commission is also looking into revisiting a communications survey. At the time the commission wanted to do the survey, the branding RFP's came in higher than expected. The commission agreed to recommend to the board reassigning the funds from the communications survey to the branding campaign.

Township Website:

The new website will go live in the afternoon on September 28, 2017.

- The IT Department is working with Vision Internet on the DNS zone files for the switch
- Staff will review the site with Vision internet for two weeks after the launch date to review any issues that need to be resolved.
- Highlights of the new site include individual calendars for each board and commission tied to their individual page as well as a master board and commission calendar tied to the front section of the website. An event calendar with all events is tied to the front page of the website and the newly created visitor section has the Harris Nature Center events listed on its own calendar on the "Visit Harris Nature Center Page". The Visitor Section, the Residential Section and the Business section are all newly created sections. In addition, we created a quick FAQ section that will build over time as we receive additional FAQ's.
- Staff has worked with individual departments on their department pages to condense information and documents.
- We invite everyone to surf the site as much as possible in the first few weeks and provide feedback to guthrie@meridian.mi.us.

Township Branding:

This month finalizes our time with M3 Group on rebranding the township. Since the last report we have finalized the Police and Fire Patches, brand guidelines for the new business section of the new website and residential and business retention marketing materials. We will continue working with M3 Group on a branding case study project report. Staff will continue working with other departments on signage, meeting brand standards for documents and marketing materials.

Township DAS Strategy:

On Tuesday, June 14, 2017, the Meridian Township Board adopted the DAS and Small Cell Policy to be used by the Township in negotiating a modified Metro Agreement and DAS Franchise Agreement for purposes of allowing DAS/Small Cell Wireless Systems into the Township's Rights of Way. They also approved a modified Metro agreement and DAS Franchise Agreement template. Since that time, staff has reviewed DAS requirements with ACD.net and reached out to other companies who were interested in bringing DAS to the township, but there has not been any newly submitted applications.

Marketing:

Promotional Videos (July-September):

- 9/11 Memorial Quilt
- Invasive Plants
- Historic Guided Tours

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

- HNC Stewardship Mornings
- Fire Safety
- Red Cedar River Cleanup
- Annual Fall Recycle Event
- Fire Prevention Open House
- Rock the Block Spartan Dance and Fitness
- Rock the Block Carriage Hills
- Turtle Toast Gala
- Gus Macker
- Lansing Heart Walk
- National Night Out
- Howl at the Moon
- Bonfire Pit Safety

Photo Albums

July

- Gus Macker Court Delivery
- Essex Salon Ribbon Cutting
- Celebrate Meridian/ Food Truck Rally 2017
- Super Cuts Ribbon Cutting
- Gus Macker Comes to Meridian 2017
- Harris Nature Center Birthday Bash 2017
- Harris Nature Center Annual Turtle Toast Gala 2017
- Meridian Arts and Crafts Marketplace

August

- Rock the Block Carriage Hills Shopping Center
- Local Roads Project 2017
- Senior Brunch Tribute 2017
- Old Pine Lake Tour 2017
- Police Swearing In Ceremony
- Douglas J 50th Birthday Rock the Block
- Touch a Truck Day at Haslett Library

September

- 9/11 WTC Quilt Memorial
- Shaping the Avenue Event
- Village of Hamilton Walking Tour
- Ted Black Woods Trail Sign Installment

Print Materials:

Flyers:

- Quilt Memorial
- Old Pine Lake Historical Tour
- Senior Brunch Tribute
- Rock the Block Carriage Hills Shopping Center
- Rock the Block Douglas J 50th Birthday Celebration
- Gus Macker
- Food Truck Rally Participant List
- Traveling Pictorial/Historical Tours

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

Township Closed Door Flyers:

- Closed for 4th of July
- Closed for Employee Appreciation Day
- Closed for Labor Day

Kiosk Posters:

- Celebrate Meridian Activities
- Walking Tours
- Food Truck Rally Participant List
- 175th Documentary

9/11 WTC Event Signing/Posters:

- Mall Kiosk Signing
- Sandwich Board Window Signing
- Storefront Banners
- Opening Ceremony Agenda

Publications/Press Kits

- Gussette – Gus Macker Event Guide – July 2017
- Meridian Senior Center Newsletter – July & August 2017
- Meridian Senior Center Newsletter – September & October 2017

Press Releases:

July

- Media Advisory - Meridian Township Fireworks Display 6.27.17
- Media Advisory - Gus Macker Registration Deadline Extended 6.27.17
- Kickball and Volleyball Summer Leagues 6.28.17
- Media Advisory - 175th Anniversary Celebrate Meridian Event 7.1.17
- A Community Conversation 7.10.17
- Kickball and Volleyball Summer Leagues ReRelease 7.10.17
- Summer Property Taxes Mailed 7.10.17
- Greg Kelsner Comes to Meridian Township 7.10.17
- Parks and Recreation Month in Meridian Township 7.10.17
- Parks and Recreation Month in Meridian Township ReRelease 7.12.17
- Media Advisory - Greg Kelsner Book Signing 7.14.17
- Turtle Toast Gala 7.17.17
- New Voting System Open House 7.18.17
- New Voting System Open House ReRelease 7.24.17
- August Election Information 7.24.17
- Media Advisory - Old Pine Lake Tour 7.24.17
- Senior Brunch Tribute 7.24.17
- Meridian Rocks the Block this August 7.24.17
- Rock the Block with Spartan Dance and Fit 7.31.17

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

August

- Rock the Block with Spartan Dance and Fit ReRelease 8.7.2017
- August Election Information ReRelease 8.7.2017
- Chronic Wasting Disease Efforts Continue 8.7.2017
- Traveling Pictorial at the Okemos Masons 8.7.2017
- Media Advisory - Meridian Township August 8 Election Day 8.8.2017
- WTC 9-11 Memorial Quilt Project Showing 8.9.2017
- Rock the Block with Spartan Dance and Fit ReRelease 8.12.2017
- Media Advisory - Old Pine Lake Tour ReRelease 8.14.2017
- WTC 9-11 Memorial Quilt Project Showing ReRelease 8.14.2017
- Senior Brunch Tribute ReRelease 8.14.2017
- Rock the Block with Douglas J 8.14.2017
- Rock the Block Henna Artist Sponsors Meridian Cares 8.16.2017
- UPDATED- WTC 9-11 Memorial Quilt Project Volunteers Needed 8.28.2017
- Voter Registration Information for Election Day 8.28.2017

September

- WTC 9-11 Memorial Quilt Project Opening Ceremonies 9.6.2017
- WTC 9-11 Memorial Quilt Project Opening Today 9.8.2017
- Summer Property Taxes Due 9.11.2017
- Mobile Tool Trailer to Provide Equipment from Park to Park 9.11.2017
- Media Advisory - Village of Hamilton Guided Walking Tour 9.11.2017
- Media Advisory - Village of Hamilton Guided Walking Tour ReRelease 9.15.2017
- Regional Fall Recycling Event 9.18.17
- American Legion Post 269 Celebrates 80 Years 9.18.17

Media Coverage – ROI (Return on Investment)

- **Food Truck Rally**
 - WLNS - Food truck rally takes over Meridian Township – 7.1.17
<http://wlns.com/2017/07/01/food-truck-rally-takes-over-meridian-township/>
 - FOX 47 - Thousands gather for food truck rally in Meridian Township – 7.3.17
<http://www.fox47news.com/news/local-news/thousands-gather-for-food-truck-rally-in-meridian-township>
 - Lansing State Journal - See what it's like to have 50 food trucks in Meridian Township – 7.7.17
<http://www.lansingstatejournal.com/videos/news/local/2017/07/07/see-what-its-like-have-50-food-trucks-meridian-township/103346394/>
 - Lansing State Journal - Putnam: Lansing's hungry for a bigger food truck experience – 7.7.17
<http://www.lansingstatejournal.com/story/opinion/columnists/judy-putnam/2017/07/07/putnam-lansings-hungry-bigger-food-truck-experience/458351001/>
- **Meridian Township Blood Drive**
 - WLNS - This Morning: Meridian Township hosts blood drive, what you need to know – 7.7.18 <http://wlns.com/2017/07/07/this-morning-meridian-township-hosts-blood-drive-what-you-need-to-know/>

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

- **Gus Macker**
 - WLNS - What you need to know as Gus Macker players take to the streets in Okemos - 7.13.17 <http://wlns.com/2017/07/13/what-you-need-to-know-as-gus-macker-players-take-to-the-streets-in-okemos/>
 - FOX 47 - Around Town: Gus Macker Basketball Tournament - 7.13.17
 - Lansing Sports - Gus Macker Invades Meridian Township - July 11, 2017 <http://www.lansingsports.org/blog/post/gus-macker-invades-meridian-township/>
 - A Healthier Michigan - Reasons to Register Your Family for a Gus Macker Tournament - June 13, 2017 <https://www.ahealthiermichigan.org/2017/06/13/gus-macker-basketball-tournament-family-michigan/>
- **EMS Fire Police Millage**
 - FOX 47 - Millage proposed to fund Police and Fire Departments in Meridian Township - 7.4.17 <http://www.fox47news.com/news/local-news/millage-proposed-to-fund-police-and-fire-departments-in-meridian-township>
 - WILX - Millage proposed to fund Police and Fire Departments in Meridian Township - 7.4.17 <http://www.wilx.com/content/news/Millage-proposed-to-fund-Police-and-Fire-Departments--432549383.html>
 - Towne Courier 7.30.17
 - WLNS - Meridian Township officials discuss proposed fire and police millage ahead of vote - 8.1.17 <http://wlns.com/2017/08/01/meridian-township-officials-discuss-proposed-fire-and-police-millage-ahead-of-vote/>
 - Towne Courier - No Secret Police/Fire Millage a sound investment for Meridian - 8.6.17
 - WKAR - August 8 Primary Election Results - 8.8.17 <http://wkar.org/post/august-8-primary-election-results#stream/0>
 - WLNS - Meridian Township Fire and Police millage request passes - 8.8.17 <http://wlns.com/2017/08/08/meridian-township-millage-request-passes/>
 - Lansing State Journal - Meridian, Vermontville voters approve millage proposals - 8.9.17 <http://www.lansingstatejournal.com/story/news/local/2017/08/09/meridian-vermontville-voters-approve-millage-proposals/551665001/>
- **Senior Brunch Tribute**
 - Towne Courier 7.30.17
 - Towne Courier 8.6.17
 - Towne Courier 8.13.17
 - Towne Courier 8.20.17
- **Rock the Block Carriage Hills Shopping Center**
 - Towne Courier 8.6.17
- **Rock the Block Douglas J**
 - Towne Courier 8.20.17

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

- **New Voting System Open House**
 - WLNS - Out with the old voting equipment, in with the new for Meridian Township - 7.26.17 <http://wlns.com/2017/07/26/out-with-the-old-voting-equipment-in-with-the-new-for-meridian-township/>
- **Election Voter Information**
 - Towne Courier 9.3.17
- **Chronic Wasting Disease Efforts Continue**
 - Towne Courier 8.13.17
 - LSJ - Archers, sharpshooters will hunt at some Ingham County parks - 8.23.17 <http://www.lansingstatejournal.com/story/news/local/2017/08/23/archers-sharpshooters-hunt-some-ingham-county-parks/590865001/>
 - Towne Courier 8.27.17
- **9/11 WTC Memorial Quilt Project**
 - CADL News - Remembering 9/11 Through Memorial Quilt Showing - 8.14.17 <http://www.cadl.org/news/2017/08/14/remembering-911-through-memorial-quilt-showing-2/>
 - Towne Courier - 9/11 Memorial Quilt Project will come to Meridian Mall - 8.20.17
 - Williamston Enterprise - 9/11 Memorial Quilt Project will come to Meridian Mall - 8.20.17
 - The Chronicle News - WTC Memorial Quilt Project - 8.26.17 <https://www.thechroniclenews.com/single-post/2017/08/26/WTC-Memorial-Quilt-Project-Held-off-site-4>
 - Towne Courier 8.27.17
 - Towne Courier 9.3.17
 - Lansing State Journal - 9/11 quilt project at Meridian Mall - 9.10.17 <http://www.lansingstatejournal.com/story/news/local/2017/09/10/9-11-quilt-project-meridian-mall/651737001/>
 - Best Things Michigan - 9/11 World Trade Center Memorial Quilt Show - 9.11.17 <https://bestthingsmi.com/event/world-trade-center-memorial-quilt-project-show-2017-09-09-okemos-mi.html>
 - WITL - Okemos Mall Featuring 9/11 Quilt Project - 9.11.17 <http://witl.com/okemos-mall-featuring-911-quilt-project/>
 - City Pulse - What's Up in Lansing: Memorial Quilt Project - 9.11.17 <http://lansingcitypulse.com/article-15298-Whats-Up-in-Lansing-Memorial-Quilt-Project.html>
- **Historical Walking Tours**
 - Towne Courier - 8.6.17
 - Towne Courier - 8.13.17
 - Towne Courier - 8.27.17
 - Towne Courier - 9.17.17

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

- **History of Meridian Traveling Pictorial Exhibit**
 - Towne Courier – 8.13.17
 - Towne Courier – 8.20.17

eMarketing:

July

- Meridian Township Newsletter June 27th
- HOMTV Top Stories and Programs July 10th
- Meridian Township Newsletter July 12th
- Turtle Toast Gala Tickets July 17th
- HOMTV Top Stories and Programs July 17th
- HOMTV Top Stories and Programs July 24th
- Meridian Township Newsletter June 25th
- HOMTV Scoop 2.0 Summer 2017 (July 31)

August

- Meridian Township Newsletter August 1st
- HOMTV Top Stories and Programs August 4th
- Meridian Township Newsletter August 8th
- HOMTV Top Stories and Programs August 9th
- Meridian Township Newsletter August 15th
- HOMTV Top Stories and Programs August 16th
- Meridian Township Newsletter August 22nd
- HOMTV Top Stories and Programs August 24th
- Meridian Township Newsletter August 29th
- HOMTV Top Stories and Programs August 31st

September

- Meridian Township Newsletter September 5th
- Meridian Township Newsletter September 13th
- HOMTV Top Stories and Programs September 14th

Social Media Performance Summary (7/1/17 - 9/18/17):

Twitter:

	July Followers	September Followers	Change
Meridian Twp.	2,286	2,386	100
HOMTV	1584	1,627	43
Fire Dept.	672	712	40
Parks & Rec	902	933	31
Total	5,444	5,658	214

Facebook:

	July Likes	September Likes	Change
Meridian Twp.	3,914	4,129	215
HOMTV	1,316	1,344	28

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

Fire Dept.	1,233	1,266	33
Downtown Okemos	642	647	5
Parks & Rec.	1,383	1,416	33
Senior Center	570	576	6
Green Meridian	357	370	13
CAMTV	288	278	-10
175th	513	808	295
Total	10,216	10,834	618

Pinterest:

	July Followers	September Followers	Change	Impressions	Reach	Clicks
Meridian Twp	273	274	1	19,529	16,210	53

Instagram:

	July Followers	September Followers	Change
HOMTV	210	214	4
Meridian Twp.	154	235	81

YouTube:

	July Followers	September Followers	Change
Meridian Twp.	37	36	-1
HOMTV	57	66	9

LinkedIn:

	July Followers	September Followers	Change	Page Views
Meridian Twp	278	285	7	160
HOMTV	1,131	1130	-1	209

Programming on HOMTV:

HOMTV partnered with CCTV (Capital Community Television) in Salem, Oregon to broadcast their LIVE stream of the Solar Eclipse called "Salem Eclipse 2017" on HOMTV, Comcast Channel 21 and www.homtv.net from 1:00 pm to 3:00 pm EST on August 21st. Salem, Oregon was in the path of the totality of the Solar Eclipse and CCTV's LIVE coverage included traffic updates, emergency information and commentary by astronomy experts.

HOMTV continues success in competitions and will receive honors by the National Association of Telecommunications Officers and Advisors (NATOA) and the Central States Region of the Alliance for Community Media (ACM). HOMTV received a third place award for the "Ballot Meridian 2016 Election Coverage Promo" in the Event/Program Promotion Category in the 2017 NATOA Government Programming Awards Ceremony which took place on September 14th in Seattle, WA. Regionally, HOMTV received recognition as a finalist in the Political Awareness Category for "Ballot

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

Meridian Primary Election Night” as well as a finalist in the Overall Excellence in Combined P.E.G. Access Category in this year’s 2017 Philo Festival of Media Arts Competition. The Philo Awards Ceremony will take place on October 20th in Lake Orion, MI.

July

- **5 Meetings Televised LIVE** – Township Board (2), Planning Commission (1), Environmental Commission (0), Park Commission (1), Zoning Board of Appeals (1)
- **11 Programs** – Beyond the Badge (1), Coffee Break (1), HOM Entertainment (1), Meridian News Now (2), Special Report (1), Senior Living (1), Throwback Thursday (1), Open Line (1), Reflections (1), Special Feature (1)

August

- **6 Meetings Televised LIVE** – Township Board (2), Planning Commission (2), Environmental Commission (1), Park Commission (0), Zoning Board of Appeals (1)
- **10 Programs** – Beyond the Badge (1), Meridian News Now (2), Senior Living (1), Throwback Thursday (1), Open Line (1), Reflections (1), Special Report (1), Special Feature (2)

September

- **7 Meetings Televised LIVE** – Township Board (2), Planning Commission (2), Environmental Commission (1), Zoning Board of Appeals (1) and Park Commission (1)
- **10 Programs** – Coffee Break (3), Meridian News Now (1), Senior Living (1), Throwback Thursday (4), Special Features (1)

Programming on CAMTV:

July

- **16 Programs** – Battle of Ideas (4), Democracy Now (4), Inspirational Corner (2), Poetree-n-Motion (2) and Peril’s for Pedestrians (4)

August

- **13 Programs** – Battle of Ideas (4), Democracy Now (3), Inspirational Corner (2), Poetree-n-Motion (1) and Peril’s for Pedestrians (3)

September

- **14 Programs** – Battle of Ideas (2) Democracy Now (4), Inspirational Corner (2), Poetree-n-Motion (2) and Peril’s for Pedestrians (4)

Equipment:

- Staff worked extensively with Ross Video to rebuild the Inception database after a short power loss caused the system to corrupt. A better system to backup data was put in place to minimize any possible reoccurrence.
- Broadcast Pix switcher and Rapid CG graphics software, two main pieces of equipment for operating live television productions, were updated and backed up to ensure smooth operation and mitigate any losses due to hardware failure.
- A new video signal converter was purchased to help fix the problem of the document camera feeding to the control room.
- A plan was put in place to put obsolete equipment up for auction with the goal of getting rid of the equipment by the end of the year.

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

- Ultra Nexus, the channel playout hardware and firmware, was updated to the latest revision to help with smoother operation and playback.

Media Sponsorships:

Agreements have been created for the following upcoming 2017 events:

- Meridian Township's 175th Anniversary Events
- MSU Safe Place – "Race for the Place" (April 9)
- Alzheimer's Association Great Lakes Chapter – expanded yearlong partnership for multiple events including: Lansing Caregiver Retreat (April 27), Alzheimer's Association State Advocacy Day at the Capitol (May 2), Rockin' for Rehab Benefit Concert (May 2) and the Walk to End Alzheimer's (September 24)
- Lansing 5:01 – partnership for multiple summer 2017 events
- American Heart Association – "Lansing Heart Walk" (September 16)
- Michigan Parkinson Foundation – "I Gave My Sole for Parkinson's" (September 16)

*Sponsorship agreements include in-kind donation of pre-event promotion across multiple platforms as well as coverage at the event.

HOMTV Stories:

115 stories were written and produced for HOMTV between July and September:

1. Briarwood Home Owner's Association Celebrates with Annual Tailgate Picnic
2. Successful Weekend of Football for Haslett and Okemos
3. World Trade Center Memorial Quilt Project
4. Haslett Pulls Out Major Win Against St. Johns
5. A Plate of Patriotism
6. Three Key Goals for the 2018 Recommended Budget
7. World Trade Center Memorial Quilt Project Prepares for Local Showing
8. Haslett Comes Up Short on Goal Line Fall to BHS
9. Okemos Goes 2 and 0
10. Planning Commission Addresses Golf Course Green Space
11. Douglas J Salon and Spa Celebrates It's 50 Birthday
12. Meridian Township Police Hire New Staff
13. Team Drew Bottle Service
14. Haslett Vikings Sail to Season Opener Victory
15. HOMTV Recognized at Regional and National Level
16. Okemos Football Shutout Mason
17. Meet The Spartans Event Gets Fans Face To Face With Coach and Players
18. Memorial Quilt is Heading to Meridian Township
19. Marijuana Regulation In Meridian Township
20. Local Road Projects To Be Completed This Month
21. New Costco Hiring 200 Employees
22. Haven House Needs Volunteers for Adopt-a-Child for Back to School Program
23. Local Musician Brings Back The Wild Side Of Blues
24. It's Time For Young Drivers To Get Stopped
25. From Easy Target to Ambitious Leader
26. Lake Lansing SAD Renewal Public Hearing

Communications Department/HOMTV
Quarterly Report
July - September, 2017

27. Swing Into the Groove of Things
28. New School Year Calls For A New School District Website
29. Residents Aid in Deer Management
30. Keeping Schools Safe
31. HOMTV Partners with CCTV to Broadcast Solar Eclipse
32. Water Main Extension Request Moves to Next Step
33. What You Need to Know About Driving With School Buses
34. Quenda Story Receives Certificate of Achievement for 15 Years of Service
35. Shaping The Avenue; What it Could Mean for Meridian Township
36. Vibrancy in the Air during the Runway on the Runway
37. Back to School Shopping
38. Spartan Dance and Fit Center Hosts 'Rock the Block' Event
39. Okemos Public Schools New Superintendent Looking To Move District To Next Level
40. Operation Backpack Helps Children Get Ready to Go Back to School
41. Back To School Health Fair
42. Harris Nature Center Welcomes Two New Animal Exhibits
43. Meridian Township Farmers' Market Host First Cooking Demo
44. Senior Center Hosts Tech Tuesday for Senior Citizens
45. Summer Recreation Leagues Kickoff, Provide Adults Active Opportunities
46. Madness at Okemos High School
47. ZBA Approves Resident's Request to Construct a Wheelchair Ramp
48. Residents Head To The Polls To Vote On Police and Fire Protection Millage
49. Meridian Township Police & Fire Protection Millage Unofficial Election Results
50. LIVE Call-In Program: No-Fault Auto Insurance Reform
51. New Chain Restaurant to Open Soon in Meridian Township
52. Environmental Commission Approves Sustainability and Climate Action Plan
53. CATA Forensic Audit Soon Shared for the Public
54. Parks and Recreation Month Celebrated in Meridian
55. New Authority In Meridian
56. CATA Looking To Hire New CEO
57. Meridian Township Clerk Hosted Open House To Test New Voting Equipment
58. Meridian Township Residents Propose Water Main Extension
59. Community Gathers for National Night Out
60. Meridian Township Garden Club Receives State Recognition
61. Practicing Water Safety This Summer
62. Ingham County Adopts a Complete Streets Policy
63. New Alert System provides Traffic, Weather, Event and Emergency Warnings
64. Residents Preserve Meridian Trails
65. Road Diets Encourages Safer Driving
66. Walkability Easy for Everyone in Meridian Township
67. 2017 Draft of the Meridian Township Master Plan
68. Special Request to Reconstruct Culver's Changing Message Sign
69. Moneyball Pro-Am
70. The Gus Macker Tournament Comes To Meridian Township For The First Time
71. Meridian Township Receives New Election Equipment
72. Residents Share Concerns at Community Conversation
73. Ways to Beat the Heat This Summer
74. Could Short-Term Rentals Be Making Their Way To Meridian Township?
75. New Expansion Coming to Ingham County Medical Care Facility

**Communications Department/HOMTV
Quarterly Report
July - September, 2017**

76. Harris Nature Center's Annual Turtle Toast Gala
77. Resolution to Decommission Enbridge's Line 5 Adopted
78. Okemos Library Hosts Kids Reading to Dogs Event
79. The Dangers of Leaving Kids and Pets in Hot Cars
80. Protecting Children From The Internet and Social Media
81. Avoiding Consumer Scams
82. Update: Concealed Pistol Bills
83. New Sheriff Familiar Name
84. Possession of Switchblades No Longer A Misdemeanor
85. Biking to Your Destination? How Meridian Township Accommodates Commuters
86. Community Resources Available For Seniors To Keep Cool McCombs, Camille
87. MSU Awarded \$6.9 Million Grant to Enhance Pollinator Habitats
88. Meridian Township Summer Farmers' Market
89. Lansing 501: Lansing House Takeover
90. Harris Nature Center Summer Camps
91. Local Firefighters Host 15th Annual Fish For Kids Fundraising Tournament
92. Izzo Shootout
93. School of Choice
94. Township Board Approves Ordinance for Distributed Antenna Systems
95. Energy Costs Rising with the Heat? How to Bring Bills Down as Temperatures Go Up
96. Meridian Township Holds Blood Drive
97. Towner Road Park Set to Open in 2019
98. Audible Signals Approved for Okemos/Jolly Intersection
99. Showing Kindness in Haslett
100. New Accessory Building Approved for Birch Row Drive
101. After Lansing Hate Crime, Community Residents Hold Press Conference
102. Donated Houses Help Firefighters
103. Medawar Jewelers Robbery Suspects Arraigned On Five Charges
104. Jazz Will Soon Fill the Air in East Lansing
105. Lake Lansing SAD Seeks Ten Year Renewal
106. Township Board Discusses Vacant Property Ordinance
107. Harris Nature Center Celebrating 20 Year Anniversary
108. Hidden River Rain Garden Revitalizes and Restores Year Round
109. Meridian's 2nd Community Mural Project Underway
110. Celebrate Meridian 5K Race
111. Meridian Township Kicks-Off Independence Day Weekend with Celebrate Meridian
112. Safe Firework Celebrations
113. Dr. Catherine Ash Retires from Okemos Public Schools
114. Solar Projects have a Bright Future in Meridian
115. Meridian Apartments: An international Perspective

HOMTV Internship Program:

The Summer 2017 semester of the Internship Program ended on August 18 with a total of twenty-one (21) interns. The following interns left the Internship Program from the Summer 2017 semester with jobs or internships in the industry:

- Kendall Ashman – Reporting Intern for Fox 2 News in Detroit, MI.
- Rachel Bidock – College Associate Intern for Fox News in Washington, DC.
- Camille Douglas – News Intern for ABC 12 WJRT in Flint, MI.

Communications Department/HOMTV
Quarterly Report
July - September, 2017

- Amber Howard – Afternoon Host for MacDonald Broadcasting 1320 WILS Talk Radio in Lansing, MI
- Natalie Kerwin – Production Assistant for Big Ten Network (BTN) Student U in East Lansing, MI.
- Brian Loftus – Production Assistant for Big Ten Network (BTN) Student U in East Lansing, MI.
- Kelsey Trotter – Communications Fellow with the Democratic Legislative Campaign Committee (DLCC) in Washington, DC.

The Fall 2017 semester of the Internship Program began on September 5. The program currently has a total of fifteen (15) interns for the fall. Six (6) interns returned to the program from the Summer 2017 semester and two (2) interns returned to the program from the Spring 2017 semester. The seven (7) new interns spent the first few weeks in hands-on training workshops learning multimedia television basic skills. The new “Rookie” interns crewed their first Township meeting on September 19 and received their first assignments on September 22. The Fall semester will end on December 15.

- HOMTV interns contributed approximately **2,205 non-paid hours** during the months of July and August (Summer 2017 semester) and approximately **1,040 non-paid hours** during the month of September (Fall 2017 semester).
- Staff conducted **21 intern performance reviews** during the Summer 2017 semester.
- Staff conducted **12 intern interviews** for the Fall 2017 semester.
- Staff completed **56 intern examinations** during the Fall 2017 semester.
- Received **12 new internship applications and resumes** between July-September.
- **14 intern training workshops** were conducted.
- Staff attended the following intern recruitment speaking engagements/career fairs:
 - Michigan State University (MSU) Student Job & Internship Fair (September 6)
 - Alma College 2017 Career EXPLO (September 29)



AGENDA
CHARTER TOWNSHIP OF MERIDIAN
COMMUNICATIONS COMMISSION
REGULAR MEETING
October 4, 2017 6PM



1. CALL MEETING TO ORDER 6:00 pm
2. PUBLIC REMARKS
3. COMMUNICATIONS DIRECTOR REPORT
 - A. HOMTV Recognized for Election Coverage
 - B. July – September, 2017 Quarterly Report
4. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair’s Report
 - B. Township Board Liaison’s Report
5. APPROVAL OF AGENDA
6. APPROVAL OF MINUTES
 - A. August 2, 2017 Regular Meeting
7. COMMUNICATIONS/ANNOUNCEMENTS
 - A. New HOMTV Website Launch
 - B. New Township Website Launch
 - C. 175th Anniversary Article – Lansing Regional Chamber
8. OLD BUSINESS
 - A. Communications Needs Assessment
9. REPORTS
 - A. COMPLIMENTS/COMPLAINTS
 - B. VIDEO SERVICE PROVIDER(S)
 1. Comcast Updates
 - C. PROGRAMMING
 1. HOMTV Partnered with CCTV; Broadcasted Solar Eclipse
 2. Media Sponsorships
 - D. PROMOTIONS/VIEWERSHIP
 1. Rock the Block! Zumbathon
 2. Walking Tours
 3. Meridian Cares Fundraiser
 - E. FINANCE
 1. 2018 Approved Budget
10. OTHER BUSINESS
11. PUBLIC REMARKS
12. ADJOURNMENT

Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Communications Commission by contacting: Communications Director, Deborah Guthrie, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4380 - 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
5151 Marsh Road, Okemos, MI 48864
Administrative Conference Room
Wednesday, August 2, 2017 6:03 PM

PRESENT: Chair, Walter Benenson; Vice Chair Patrick Crowley; Commissioner, Tunga Kiyak;
Alternate Commissioner, Leslie Charles;
ABSENT: Commissioner, Andrew Lathrop; Commissioner, Kevin Thatcher; Alternate
Commissioner, Eric Langdon
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 **6:03 pm**.

2. PUBLIC REMARKS

None

3. DIRECTOR'S REPORT

Discussion about the most recent event that was part of the 175th Anniversary Celebration, the Turtle Toast Gala at Harris Nature Center and the coverage provided by HOMTV. Coverage will be uploaded to Meridian Township's YouTube and on the channel.

4. CHAIR'S REPORT

Volunteered at many of the Township events; Fun In the Sun, Celebrate Meridian and the Food Truck Rally and Gus Macker and thought all of the events were great. Discussion about the Food Truck Rally and how it was started.

TOWNSHIP BOARD LIAISON'S REPORT

The Township Board approved the final DAS draft on June 20, 2017. The Township Board also approved the disposal of equipment.

5. APPROVAL OF AGENDA

Vice Chair Crowley moved **TO APPROVE THE AGENDA AS SUBMITTED**. Seconded by Commissioner Kiyak.

VOICE VOTE: Motion carried unanimously.

6. APPROVAL OF MINUTES

Vice Chair Crowley moved **TO APPROVE THE MINUTES OF AUGUST 2, 2017 REGULAR MEETING AS SUBMITTED**. Seconded by Commissioner Kiyak.

VOICE VOTE: Motion carried unanimously.

DRAFT Minutes – Communications Commission
August 2, 2017

7. COMMUNICATIONS/ANNOUNCEMENTS

Discussion about Rock the Block! Carriage Hills sponsored by Spartan Dance & Fit and Buddies from 1-11pm on Saturday August 12. Skyline Neighborhood Association is working to build up Carriage Hills Shopping Center. The event will be announced on the neighborhood website.

Announcement of other 175th Anniversary events coming up including Senior Brunch Tribute at the Willows on August 22, 2017 with all the sponsorship money going towards the Senior Center, Rock the Block! at Douglas J with money donated to Meridian Cares and Rock the Block! Zumbathon at Shop Town Plaza in Haslett sponsored by Curves.

Discussion about the Traveling Pictorial schedule and the Walking Tours.

HOMTV sent out the Summer Scoop newsletter to HOMTV Alumni.

8. OLD BUSINESS

Alumni Giving Program to be set up through the Treasurer's office and the Finance Director to make sure it is set up correctly.

Commissioner Kiyak moved to **APPROVE THE FORMATION OF THE ALUMNI GIVING PROGRAM**. Seconded by Alternate Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

9. NEW BUSINESS

Question was asked whether St. Martha's school received free cable. Director Guthrie stated that she would find out and get an answer for the Commission.

Discussion about the cable complaints that the Communications Department receives and why customers end up calling the Township. Customers usually call the Township for ongoing complaints that they need resolved and need additional support to resolve.

Discussion about whether the Commissioners should check out the Customer Service centers for Comcast because of the amount of complaints received about Comcast Customer Service.

10. VIDEO SERVICE PROVIDERS

Discussion about the drop in PEG and Franchise Fees as a result of AT&T customers converting to Direct TV which doesn't fall under the Franchise Agreement.

If customers cut the cord, that impacts the Communications Department Budget. Discussion about HOMTV having an app. Would people pay for the app?

11. HOMTV PROGRAMMING

Working on a call in show and the programming in Brandie Yates' absence. Commissioners would like a small summary of the viewership of HOMTV. HOMTV website also has data that could be looked over.

Commissioners would like to revisit the Communications Needs Assessment. Looking to revisit as a MSU class project. Add to next meeting discussion and see what MSU can do to help.

DRAFT Minutes – Communications Commission
August 2, 2017

Is there a budget to do the survey? Looking to have a meeting with staff about remaining purchases in equipment and software. Already reduced the 2018 budget she anticipate a decrease in revenue from Franchise and PEG fees.

12. ADJOURNMENT

Vice Chair Crowley moved **TO ADJOURN THE MEETING**. Seconded by Alternate Commissioner Charles. Chair Benenson adjourned the meeting at 7:48pm.

13. NEXT MEETING:

The next meeting is scheduled for **October 4, 2017** in the Administrative Conference Room.



News & Press: Member News

Email to a Friend

Join the Chamber today!

Learn More

Meridian Township Embraces 175th Anniversary

Thursday, September 21, 2017

|

Year-long festivities create buzz and impact local economy

Meridian Township collaborated with businesses, non-profits and the residents to embrace its 175th anniversary year packed with a variety of events to commemorate the Township's landmark year. Festivities have drawn more people from outside the area, which means greater exposure for the Township and a significant boost to the local economy.

Since the New Year's Eve 175th event kickoff, Meridian Township has seen a tremendous response by the community at its events. Here's a look back at the first eight months of Meridian Township's 175th Year celebration – by the numbers (New Year's Eve 2016 – August 2017):

- More than 95,000 people attended 25 events
- 13 local charities received a portion of the \$15,300 raised so far from the events
- Over 200 area businesses and organizations generously contributed more than \$92,816 in financial sponsorship and over \$100,000 in in-kind donations to support the events
- More than 700 community members volunteered their time to help attendees have a positive experience during the festivities
- The Food Truck Rally grossed over \$175,000 in sales
- Dick's Sporting Goods sold \$10,000 more in sales the Saturday of the Gus Macker Tournament than they did the same time last year

"The community, including the local businesses, have truly embraced the

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10/5/2017
[2017 Healthcare Forum: Transforming Healthcare](#)

opportunity to be involved in a community-wide, year-long celebration,” said Deborah Guthrie, Meridian Township communications director and 175th special events coordinator. “I remember one of the first things we heard when we went door-to-door to businesses telling them about our 175th. The overwhelming response was how appreciative they were and asked how they could be involved.”

Meridian Township has already heard from many of the local businesses that have been impacted by the 175th events that have said they've seen many people coming from outside the area, which means greater exposure for the Township and a significant boost to the local economy.

“With 265 teams the first year, it is evident there is still a strong desire to participate in the Gus Macker. Teams traveled from across Michigan, even coming from as far as Illinois and Ohio to play. This resulted in more than 1,000 athletes and plenty of additional family members visiting Greater Lansing. The impact financially to the region and event sponsors is significant,” said Mike Price, executive director of Greater Lansing Sports Authority (GLSA). The GLSA hosted the Gus Macker 3 on 3 Tournament in Meridian Township on July 14 -16.

“The Food Truck Rally, in conjunction with the Celebrate Meridian event and the Gus Macker 3 on 3 Tournament, undoubtedly drove traffic and sales in the mall as well as the surrounding businesses,” said Meridian Mall General Manager, Todd G. Huhn. “Many of our tenants had double digit sales increases over the Gus Macker weekend.”

“Celebrate Meridian is our premiere event. This year, we added the Food Truck Rally as part of the event. Normally we have around 5,000 visitors to the Celebrate Meridian event. This year, we had almost 50,000 attendees,” said Guthrie.

Here is the line-up of the remaining Meridian Township 175th anniversary events to wrap up the year. For complete details, visit meridiancelebrates175.com.

Through the Innovation Cycle

10/10/2017
2017 October Member Mixer - ServiceMaster Absolute Home & Restoration Services

10/12/2017
ATHENA WIN: An Evening of Empowerment

10/14/2017
Tailgate for the House

- Sept. 18 – 29: History of Meridian Traveling Pictorial Exhibit, American Legion Post #269, Haslett, 11 a.m. – 3 p.m.
- Oct. 2 – 31: History of Meridian Traveling Pictorial Exhibit, Community Music School/ Michigan State University, East Lansing, 11 a.m. – 3 p.m.
- Oct. 14: Rock the Block! Zumbathon, Haslett Shoptown Neighborhood Center Parking Lot, 2 – 4 p.m.
- Oct. 29: Old Okemos Cemetery – Riverside Cemetery Guided Tour, Riverside Cemetery, 2:30 – 3:30 p.m.
- Oct. 29: Poor Farm Cemetery Guided Tour, Ingham County 'Poor Farm' Cemetery, 3:30 – 4:30 p.m.
- Nov. 10 – 30: History of Meridian Traveling Pictorial Exhibit, Horizon Bank, East Lansing, 11 a.m. – 3 p.m.
- Dec. 10: Christmas in the Village, Meridian Historical Village, 2 – 4 p.m.

MEMORANDUM

TO: Cable Communications Commission



FROM:

Deborah Guthrie, Communications Director

DATE: October 27, 2015

SUBJECT: Communication Needs Assessment

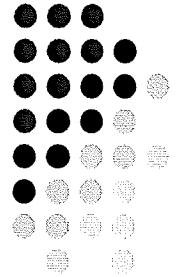
In 2014, the Township Board approved a Communication Needs Assessment and awarded the proposal to Holly Hansen Consulting, an experienced cable consultant, to meet the Comcast Franchise Agreement renewal process.

Since the Comcast Uniform Agreement was approved in June, 2015, I am requesting that the Cable Commission reevaluate the scope of work initially proposed by Holly Hansen Consulting and provide new direction for the assessment.

We previously supplied information that included the original needs assessment proposal (Attachment B), future funding needs for the Communications Department (Attachment C) and the 2015 Communications Department Goals approved by the Township Board (Attachment D). In reference to those attachments, the Cable Commission should consider services to be provided, staffing, the current facility, future needs and whether the services provided will be strictly limited to HOMTV or services that the Communications Department provides to the Township.

I am asking for the commissioners to be prepared to discuss, at the November 4 meeting, their top three goals and whether the original proposal will meet those goals or will a new request for proposal need to be developed to bid out.

Holly Hansen Consulting



July 17, 2014

Via E-Mail

Ms. Deborah Guthrie
Director of Communications
Meridian Township
5151 Marsh Road
Okemos, MI 48864

Re: Cable Communications Needs Assessment

Dear Ms. Guthrie:

Enclosed please find my response to your request for proposals regarding a needs assessment for your cable television renewal.

My proposal includes Qualitative research methods such as focus groups and IDIs (In-Depth Interviews) as well as Qualitative research methods such as an on-line resident survey. A review of the franchise and related PEG documents, and a review of the HOMTV/CAMTV facility and equipment is also included. Using multiple research methods as described above will ensure a comprehensive and reliable review that will be reflected in identifying the community's needs and interests to incorporate in a renewed franchise.

I have substantial experience in performing cable franchise needs assessments for communities of various sizes. My understanding of PEG, franchise compliance, I-Nets, and other cable issues is based on eight years as a consultant and 20 years of prior experience as a cable officer for the City of St. Paul and executive director of cable commissions engaged in PEG access, I-Net management and cable regulation.

I thank you for the opportunity to respond to your request for proposals. I believe that my approach and knowledge will provide a solid basis for Meridian Township in its franchise negotiations, and I look forward to being of service to you.

Sincerely,

Holly M. Hansen

Encl.

PROPOSAL

Cable Communications Needs Assessment

Charter Township of Meridian, MI

Submitted:

July 17, 2014

Holly Hansen Consulting

612.207.8709

HollyMHansen@comcast.net

INTRODUCTION

Holly Hansen is an experienced cable consultant who is familiar with the issues facing local franchise authorities (LFAs) in the cable franchise renewal process. She has performed PEG (Public, Educational and Governmental) access needs assessments for small and large communities and commissions representing multiple communities. These assessments have included franchise compliance reviews, PEG needs and interests, community needs and interests, and I-Net needs and interests. These assessments have provided documentation for the client community that has helped ensure that they were negotiating their franchise renewal from a solid, informed basis.

Ms. Hansen has also assisted communities and PEG access facilities with strategic and long-range planning on the board and staff levels and conducted organizational assessments and re-design of staffing and services based on needs, funding changes, and trends. Clients have also retained Ms. Hansen to advise them on issues related to administration of their franchises.

Prior to beginning her consulting practice, Ms. Hansen served for over 20 years as an executive director for small and large cable commissions in the Twin Cities area, and as the cable officer for the City of St. Paul. In these positions she was responsible for managing PEG operations, I-Net development, franchise negotiations, budgets, and organizational planning, and planning and overseeing the construction of two PEG studios.

Her cable consulting practice has been solely dedicated to serving the public interest and her client base is local governments and PEG access facilities. Ms. Hansen has a solid understanding of internal and external city communications and dynamics involving local franchising authorities (LFAs), PEG stakeholders, and cable operators. She understands that while the technical and legal landscapes are in constant flux, community needs are specific to each community and ways to meet those needs must be creatively and realistically approached in the 21st century.

Cable franchises are essentially long-term contracts and decisions made in the renewal process have lasting effects on the community. The renewal process challenge LFAs to forecast their community's future cable communications needs and interests in an ever-changing legal, technical, and political environment. A well-designed needs assessment ensures that the process is representative of the community, examines and documents the community's needs and interests using sound research methods, anticipates the future, and provides a solid basis for franchise renewal negotiations.

Holly Hansen has the knowledge, experience, skills and desire to design and conduct a needs assessment that Meridian Township will be able to rely upon as it prepares for its franchise renewal.

PROPOSED PROJECT

It is the understanding of Holly Hansen (Consultant) that the Charter Township of Meridian (Township) is seeking to have a Cable Communications Needs Assessment conducted to assist it in preparing for franchise renewal. The RFP did not state whether this renewal was with Comcast Communications or AT&T, or both companies. Whether it is one or both of the companies, it is not anticipated that will have a substantive impact on the Needs Assessment. The Consultant also understands that the Township is or will be conducting a Technical Audit and a Franchise Fee Audit as separate projects in preparing for its franchise renewal.

In its Request for Proposals dated July 2, 2014, the Township listed several items in a Scope of Work for its cable communications needs assessment. These items included:

- Meetings with stakeholders
- Focus group sessions
- Telephone survey
- On-line survey
- On-line I-Net survey (if applicable)
- Inspection and review of PEG access facility, equipment, and services
- Prepare and present report with findings and recommendations

The Consultant is not recommending a telephone survey at this time and advises the Township that if it wishes to conduct a telephone survey that this be undertaken as a separate project. Historically, telephone surveys have been conducted primarily using RDD (Random Digital Dialing) and landline telephones. This resulted in a random sample and results could be applied to the larger universe with a confidence level of 93% or 95%, depending upon the sample size.

Due to cell phones, this type of research has changed significantly. In a report issued in December 2013 the Center for Disease Control, an agency of the National Institute of Health, reported that 39.5% of Michigan households are wireless phones only. Today, if telephone surveys do not include cell phone users the results will be biased because a large segment of the population is being excluded and the sample is no longer random. Unfortunately for the budget conscious, cell phone surveys cost two to three times as much per respondent than landline phone surveys. This is due to issues such as higher non-response rates, safety and/or privacy issues that require callbacks, etc. The Consultant estimates that a telephone survey that would include landline and cell phones would cost approximately \$30,000 - \$40,000 depending on the length of the survey (e.g. 10 minutes or 15 minutes). This would be for a random sample of 400 respondents, which would result in a 95% confidence level. If the Township wishes to pursue a telephone survey, the Consultant would be happy to participate in such a project with the Township and an experienced research company.

The Consultant does propose an on-line survey of residents; this is a cost effective survey approach similar in many respects to mail surveys. The results are not "scientific" as there is a response bias, but when this type of Quantitative research is combined with the proposed Qualitative methods, the resulting data can be convincing.

PROJECT OVERVIEW

Overall Project Design

The Consultant will conduct all phases of the needs assessment including project design, document review and evaluation, interviews, focus groups, IDIs (In-Depth Interviews) and the facility/equipment review. She will work closely with the Township liaison throughout all phases of the project to ensure that the needs and interests of the Township, its stakeholders, organizations, and institutions are accurately identified and represented in the process and final written report.

At the beginning of the project, Ms. Hansen will meet via telephone with the designated Township representatives to identify franchise renewal priorities and issues of concern, as well as gain an understanding of the background and operations of the Township's access channels and franchises with Comcast and AT&T. The project is proposed in the following phases:

Phase One:

Conduct initial phone meetings and e-mail communications with Township staff to gather information regarding the franchise, issues, renewal goals, etc. Request and review documents related to the franchise(s), PEG access, I-Net (optional), etc. Identify stakeholders to invite to focus groups and interviews. Finalize project timeline and dates for in-person visit to conduct focus groups, interviews, and facility/equipment review.

In Qualitative Research methods such as focus groups and IDIs (In-Depth Interviews) it is extremely important to ensure that the right people participate and that a wide spectrum of community organizations is involved. This ensures that participants are knowledgeable about the community and have insights into current and future needs and wants of the community. Focus groups should be homogenous to the extent possible and small enough to foster meaningful discussion and participation from each member. Each focus group would be scheduled for two hours and would include a brief presentation by the Consultant regarding the cable franchise renewal process.

IDIs would be conducted with a single organization and could involve a cross-section of that organization. For example, in an educational organization participants could include represent administration, curriculum, IT, media specialists, and instructors. The IDIs would be scheduled for one and one-half to two hours, depending upon the number of participants. The Township would need to identify the appropriate people to invite to the groups and interviews. To reduce project costs and encourage participation, the Township would also be responsible for inviting and confirming attendance at the groups and interviews. Examples of focus groups and IDIs are listed below; the number of groups and interviews would be confirmed during this phase, as well as who to include as participants.

Examples of Focus Groups

- Local government (police, fire, parks & rec, IT, etc.)
- CAMTV access users/producers
- Arts and cultural organizations
- Youth organizations
- Senior organizations
- Healthcare organizations
- Recreational organizations
- Social services organizations
- League of Women Voters
- I-Net Users (optional)

Examples of IDI Interviews

- Cable Communications Commission
- CAMTV Programming Content Oversight Committee
- HOMTV Staff
- CAMTV Staff
- Okemos Schools
- Haslett Schools
- East Lansing Government and Schools
- Lansing Community College
- MSU

The number of groups and IDIs would ultimately be determined by the Township's budget for this project. Different combinations of focus groups and IDIs can be developed to accommodate the Township's budget while maintaining a goal of involving stakeholders and a wide cross section of the community. Options are included in the cost section of this proposal.

Phase Two: Continue ongoing communications with Township regarding the project. Prepare discussion guides for the focus groups and interviews. Prepare the on-line resident survey. Prepare materials for the facility/equipment review. Launch the on-line survey.

The Consultant will develop an on-line survey based on goals, issues, and desired community input identified by the Township. On-line surveys are similar to mail surveys in that there is a non-respondent bias. Despite a potential for bias, on-line surveys provide valuable data and an opportunity for community residents to express their views. Additionally, these surveys are Quantitative and provide measurable data that when combined with Qualitative data gathered from focus groups and IDIs, can present a fairly complete and compelling picture, especially when the data are complementary. The Township would be responsible for posting the survey on its website and providing links to other organizations as it deemed appropriate. The Township would also be responsible for downloading the data at the end of the survey time period and providing the data to the Consultant analysis, formatting, and inclusion in the final written report.

Phase Three: Conduct in-person focus groups and IDIs. Conduct facility/equipment review of HOMTV and CAMTV. Conduct phone interviews as appropriate. Conclude on-line survey.

As noted under Phase One, options will be presented in the cost section that will determine the number of interviews

Phase Four: Compile and analyze data from the focus groups and IDIs. Review and analyze equipment and facility data. Conduct equipment research regarding trends and costs based on access services and programming. Format and organize data. Review results from completed on-line survey; analyze and format results.

Phase Five: Complete analysis and formatting of all data. Prepare written report. Present report to Township (optional).

Report Contents to Include:

- Findings from the document review
- Summaries of all focus groups and interviews
- Findings and summary of PEG access facility/equipment review
- Results of on-line survey
- Estimates for access capital needs in a renewed franchise
- Identified community needs and interests
- Recommendations

Proposal: Cable Communications Needs Assessment
Charter Township of Meridian, MI

PROJECT TASKS AND COSTS

DESCRIPTION	HOURS	COST
Phase One <ul style="list-style-type: none"> • Initial planning meetings (via telephone) with Township to finalize project details, identify priorities and issues, etc. • Prepare document request and submit to Township. • Prepare PEG Questionnaire for Township to complete. • Review documents from Township. • Finalize number of focus groups and IDIs. • Assist Township in identifying participants for groups and IDIs. • Identify key question areas for focus groups and IDIs. • Identify participants to invite to focus groups and interviews. 	30	\$3,000
Phase Two <ul style="list-style-type: none"> • Develop questions for resident on-line survey. • Format skip pattern for resident on-line survey. • Launch on-line survey. • Finalize discussion guides for focus groups and IDIs. 	26 - 30	\$2,600 - \$3,000*
Phase Three <ul style="list-style-type: none"> • Conduct 9 or 13 in-person focus groups and IDIs (<i>see options 1 & 2 on the following page</i>). • Conduct facility//equipment review for HOMTV and CAMTV. • Conclude on-line survey. 	30 - 40	\$3,000 - \$4,000*
Phase Four <ul style="list-style-type: none"> • Compile, analyze and format data from focus groups and IDIs. • Analyze and format results from facility/equipment review. • Conduct equipment research. • Analyze and format on-line survey data. 	33 - 37	\$3,300 - \$3,700*
Phase Five <ul style="list-style-type: none"> • Complete analysis and data formatting. • Draft written report. 	32 - 36	\$3,200 - \$3,600*
Estimated Expenses RT Coach airfare, car rental, travel time 3 to 4 nights hotel (<i>depending on option chosen</i>) Meals (<i>depending on option chosen</i>) Printing, postage, misc. supplies		\$900 \$600 - \$800* \$150 - \$200* 125
	151 - 173	\$16,875 - \$19,325

* Cost range depends on whether Option 1 or Option 2 is selected (see next page).

Proposal: Cable Communications Needs Assessment
Charter Township of Meridian, MI

To provide the Township with flexibility, two options are presented below for the Needs Assessment. Option One involves a three day/three night visit to conduct a combination of up to nine focus groups, IDIs, and the HOMTV/CAMTV facility/equipment review. This option is lower in cost because it involves fewer groups and a reduced work load in tasks related to the groups such as preparing discussion guides, facilitating the groups, analyzing and formatting data, and writing the report.

Option Two involves more focus groups and IDIs and an extra day of on-site work as well as additional time in preparing discussion guides, analyzing and formatting the data, and writing the report. Option 2 is being presented for consideration as it appears there are many stakeholders who are currently operating PEG channels to include in focus groups and IDIs in addition to other community-based organizations, local government, and HOMTV and CAMTV staff and commission/board members.

Option Three may be added to either Option One or Option Two or not pursued at all. This option of an I-Net survey is presented in case the Township wishes to pursue and I-Net in a renewed franchise and would provide data regarding the needs and interests of potential users.

OPTIONS	TOTAL COST
<p>Option One</p> <ul style="list-style-type: none"> • 3 day – 3 night trip to Okemos to conduct focus groups, IDIs, and facility/equipment review. This option represents a total of up to a combination of 9 focus groups and IDIs. 	\$16,875
<p>Option Two</p> <ul style="list-style-type: none"> • 4 day – 4 night trip to Okemos to conduct focus groups, IDIs, and facility/equipment review. This option represents a total of up to a combination of 13 focus groups and IDIs. 	\$19,325
<p>Option Three</p> <ul style="list-style-type: none"> • On-line survey of potential I-Net users to identify needs and interests. 	\$2,400

TIMELINE:

The project is estimated to take approximately four months to complete. A detailed schedule will be developed with the Township during Phase One.

CONCLUSION

Holly Hansen Consulting appreciates the opportunity to respond to the Request for Proposals for a Cable Communications Needs Assessment issued by the Township of Meridian, MI.

Ms. Hansen has the experience and expertise to competently assist the Township in its Needs Assessment: she has experience in Qualitative and Quantitative research methods and is knowledgeable about PEG access, cable franchises, operator compliance, and I-Nets. She will provide a solid basis the Charter Township of Meridian can rely upon in its franchise renewal negotiations. Ms. Hansen is available to work on this project at the Township's convenience, and looks forward to being of service to the Meridian Township.

QUALIFICATIONS AND BACKGROUND

Holly Hansen is the principal of Holly Hansen Consulting, which is a sole proprietorship. She has been involved in cable television franchise administration since 1985. In her management positions, she negotiated transfers of ownership, franchise renewal, and settlement agreements for franchise non-compliance. Holly also managed PEG operations, oversaw PEG contracts, and developed three PEG facilities. She negotiated a rebuild of the institutional network (I-Net) for the City of St. Paul and transformed it from an abandoned, poorly functioning network into the network of choice for over 100 city facility locations. She also developed a fiber I-Net which interconnected city locations with the State of Minnesota, two counties, and several cities.

Ms. Hansen began her consulting practice in 2005 and has focused on serving the public sector in cable communications issues such as community/PEG needs ascertainments for franchise renewals and community fiber networks, franchise consulting, and strategic planning. This work has involved qualitative research methods including conducting focus groups and in-depth interviews with community leaders, stakeholders, and citizens. In quantitative research, she has developed questionnaires for on-line, in-person and telephone surveys, analyzed data, and written extensive and summary reports.

Holly has assessed PEG facility and equipment needs and developed financial projections for equipment replacement schedules for large and small organizations. She has also developed cost models for the provision of various PEG services to assist organizations in analyzing their costs/benefits and developing new revenue streams.

Ms. Hansen served for nine years on the board for MACTA (Minnesota Association of Community Telecommunications Advisors), including five years as president and vice president. She was the co-chair of the Minnesota Chapter of QRCA (Qualitative Research Consultant's Association) for two years and a member of the national Technical Committee.

Education

B.A. cum laude, Organizational Management and Business Communications
 Concordia University - St. Paul, MN

Employment Background

<i>Holly Hansen Consulting</i> Minneapolis, MN	2005 – Present
<i>Cable Communications Officer</i> City of St. Paul, MN	1993 – 2005
<i>Executive Director</i> Northern Dakota County Cable Communications Commission (NDC4) Northern Dakota County Community Television (NDCTV) Inver Grove Heights, MN (7 city commission)	1989 - 1993

CLIENTS

NEEDS ASSESSMENTS FOR FRANCHISE RENEWALS

Minnesota:

- Apple Valley, Farmington, Rosemount Cable Communications Commission
- Bloomington
- Central St. Croix Valley Cable Commission (Bayport, Baytown Township, Oak Park Heights, Stillwater, and Stillwater Township)
- East Bethel
- Forest Lake Cable Commission (Forest Lake, Columbus, and Scandia)
- Lakeville
- Red Wing
- Rochester
- St. Cloud
- Sartell
- Sauk Rapids
- Southwest Cable Commission (Eden Prairie, Edina, Hopkins, Minnetonka and Richfield)
- Waite Park
- Wayzata
- Worthington

Other States:

- Bismarck, ND
- Gardiner, ME
- Orange Beach, AL
- Tucson, AZ

FRANCHISE CONSULTING/ORGANIZATIONAL PLANNING

- Columbus, Ohio
- Eagan, MN
- North Metro Cable Commission, MN (Blaine, Centerville, Circle Pines, Ham Lake, Lexington, Lino Lakes, Spring Lake Park)
- North Suburban Cable Commission, MN (Arden Hills, Falcon Heights, Lauderdale, Little Canada, Mounds View, New Brighton, North Oaks, Roseville, St. Anthony, Shoreview)
- Quad Cities Cable Commission , MN (Andover, Anoka, Champlin, Ramsey)

Proposal: Cable Communications Needs Assessment
Charter Township of Meridian, MI

CONTACT INFORMATION

Holly Hansen Consulting (sole proprietorship)
5440 Vernon Avenue South #131
Minneapolis, MN 55436

Phone: 612-207-8709

E-mail: HollyMHansen@comcast.net

CLIENT REFERENCES

Karen George
Executive Director
Quad Cities Cable Communications Commission
763-427-1411
karen.george@qctv.org

Janine Hill
Communications Coordinator
City of Bloomington, MN
952-563-8819
jhill@ci.bloomington.mn.us

Mark Moore
Cable Manager
Apple Valley, Farmington, Rosemount Cable Commission
952-953-2502
mmoore@ci.applevalley.mn.us

Individual Video Provider Customer Intakes

Complaint Number 2017-005

Date 9/8/2017

Name

Street Address

City / Zip

Work Phone **Ext**

Cell Phone

Home Phone

Email

Best Time to Call

Best Time to Service

Service Provider Comcast

Reason for Calling Complaint

Unburied Cable **Waiting for Service** **Missed Service Call** **Cable Box**
Bad Reception **Cable Out** **Cannot Phone** **Other**
Bad Treatment **Bad Information** **No Response to Request**

Problem Description Needs to have account switched from one location to another. Has been having tremendous difficulty with it. Keep getting a dodge on the install date. He initiated contact 10 days ago and there have been twists and turns to accommodate but problems still ensue. He extended service at the old address. He wants to turn the power off but he cannot do that until Comcast turns the service on at the new address. He wanted to do it Monday. This is a business account he has had for over 22 years.

Moving to:

9/18/17 asked for Comcast contact so he could contact directly. He stated he was still having issues getting service transferred.

Work Order ID is 17703066

Problem Before? No **Ongoing** **MPSC Information Given**

Assigned Staff Deborah Guthrie

Staff Response Forwarded information to John Gardner, Director of External Affairs, Comcast 9/18/17 Reached out to John Gardner again. John attempted to contact at the phone number listed on account but the number didn't work. Staff provided a cell phone number to John; however there was no answer and the voicemail box had not been set up yet. Staff emailed .

Resolution John Gardner responded that a customer care specialist would contact the customer to assist. After many unsuccessful attempts to contact by phone, staff emailed responded in email that he would contact John Gardner directly on September 19, 2017.



July 27, 2017

Ms. Deborah Guthrie, Cable Coordinator
Meridian Township
5151 Marsh Road
Okemos, MI 48864

Dear Ms. Guthrie:

As part of Comcast's commitment to keep you informed about important developments that affect our customers in your community. I am writing to notify some changes to the channel lineup. Customers are being notified of these changes via bill message.

Effective August 31, 2017, WHTV and WHTV HD (channels 18, 235 and 1008) will cease operations and will no longer be available.

Also, OWN Network SD (channel 178) and OWN Network HD (channel 382) are now available on the Digital Starter tier.

As always, feel free to contact me directly at 517-334-5686 with any questions you may have.

Sincerely,

John P. Gardner
Director, External Affairs
Comcast, Heartland Region
1401 E. Miller Rd.
Lansing, MI 48911



July 26, 2017

Ms. Deborah Guthrie, Cable Coordinator
Meridian Township
5151 Marsh Road
Okemos, MI 48864

Dear Ms. Guthrie,

As part of our ongoing commitment to keep you updated on issues that concern our customers in Meridian, we would like to let you know that in the coming days we will be notifying our customers of updates to our Comcast Agreement for Residential Services as well as providing a copy of the updated agreement with their August bill.

The Comcast Agreement for Residential Services provides the terms and conditions for our Xfinity TV, Internet and Voice services and can be viewed at:

www.xfinity.com/Corporate/Customers/Policies/SubscriberAgreement.html. Key updates include the following.

- We've identified additional ways for us to notify customers of changes to our services, including by email and online on our website.
- We've moved some material related to our Internet and Voice services to our website.
- We require customers to notify us of changes to their telephone number and other contact information so we can ensure that we are contacting the correct person in accordance with applicable laws.
- We've updated portions of our arbitration provision to make its terms more clear.

A sample customer notification is attached for your reference.

If I can be of any further assistance, please contact me at 517-334-5686.

Sincerely,

John P. Gardner
Director, External Affairs
Comcast, Heartland Region
1401 E. Miller Rd.
Lansing, MI 48911

Attachment: Customer Notice Sample



We've made updates to our Comcast Agreement for Residential Services

We want to let you know that we're updating our customer terms of service. You can view the agreement [here](#), and you also will receive a copy with your upcoming bill. You don't need to take any action.

You should review the agreement, but here are a few of the key updates:

- We've identified additional ways for us to notify you of changes to our services, including by email and online on our website.
- We've moved some material related to our Internet and Voice services to our website. They may be viewed [here](#).
- Under the new agreement we require you to notify us of changes to your telephone number and other contact information so we can ensure that we are contacting the correct person in accordance with applicable laws.
- We've updated portions of our arbitration provision to make its terms more clear.

Thank you for being an XFINITY customer.



All part of our commitment to you



This is a service-related email. Comcast will occasionally send you service-related emails to inform you of service upgrades or new benefits.

Please do not reply to this email, it is not monitored. If you'd like to contact us, please visit our website [here](#).

Comcast respects your privacy. For a complete description of our privacy policy, [click here](#).

© 2017 Comcast. All rights reserved. All trademarks are the property of their respective owners.

Comcast Cable, One Comcast Center 1701 JFK Boulevard, Philadelphia, PA 19103
Attn: Email Communications



LOGIN REGISTER



Translate

COMMUNITY



HOMTV Partners with CCTV to Broadcast Solar Eclipse

Published: 8/21/2017
0 Comments

MERIDIAN TOWNSHIP - HOMTV partners with CCTV (Capital Community Television) in Salem, Oregon to broadcast their LIVE stream of the Solar Eclipse called "Salem



Meridian

Weather

Meridian Charter Township, MI

Rain Sun



9:31 AM WillyWee

Latest Tweets

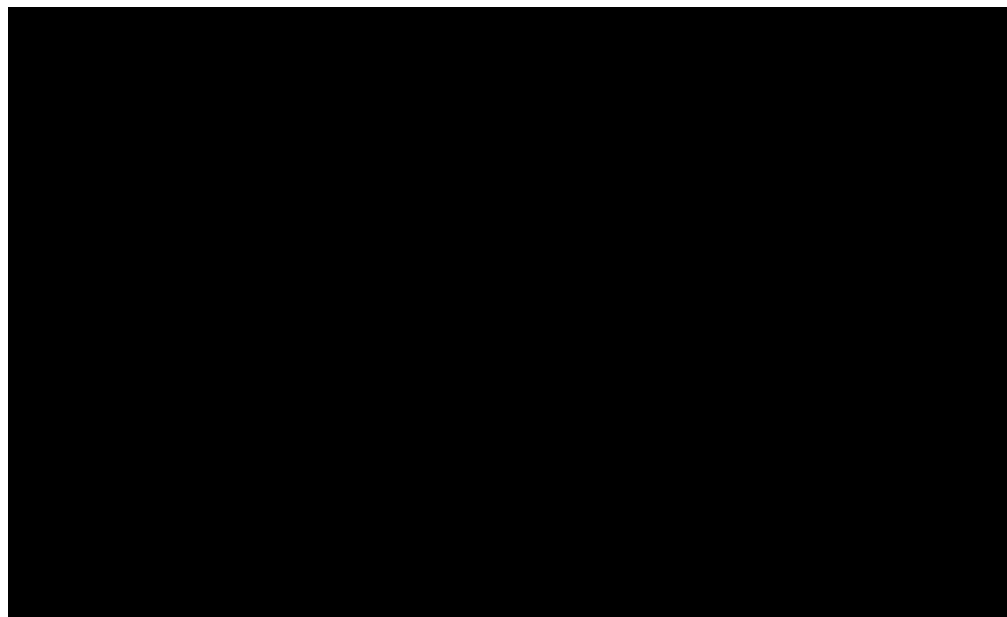
Eclipse 2017" on HOMTV,
Comcast Channel 21 and
www.homtv.net from 1:00
pm to 3:00 pm EST.

Courtesy: CCTV

<http://meridianmi.swagit.com/live>

Salem, Oregon is in the path of the totality of the Solar Eclipse and CCTV's LIVE coverage includes traffic updates, emergency information and commentary by astronomy experts.

Beginning at 9:05 am PST on August 21st in Salem, Oregon, the Moon will slowly begin to move in front of the Sun, eventually covering it completely at 10:18 am. Totality - the time where the Moon fully eclipses the Sun - will last for approximately 1 minute, 54 seconds. For many, this will be a once in a lifetime event.





FOR IMMEDIATE RELEASE
September 11, 2016

Media Contact: Deborah Guthrie
Communications Director
guthrie@meridian.mi.us
517.853.4380

Non-Profit Organizations Receive Media Support
HOMTV and CAMTV Sponsor Local Events

Okemos, MI -- HOMTV and CAMTV, Meridian Township Government and Public Access Channels are participating in a couple charity events as media sponsors this September. Upcoming media sponsored events include I Gave My Sole for Parkinson's Walkathon and 5K Run at MSU Auditorium Building and the 2017 Greater Lansing Heart Walk at Cooley Law School Stadium both on Saturday, September 16, followed by the 2017 Walk to End Alzheimer's at the State Capitol on Sunday, September 24.

For the eighth year in a row, HOMTV and CAMTV are serving as media sponsors for these local, nonprofit organizations; Michigan Parkinson Foundation, American Heart Association and the Alzheimer's Association. The channels provide a number of programming opportunities leading up to and at the fundraising events, including feature stories, event coverage and social media promotion.

Non-profit organizations can contact Erin Cornett, Social Media Specialist, for more information on media sponsorship opportunities at cornett@meridian.mi.us.

###

HOMTV is Meridian Township's award-winning government access channel providing exclusive gavel to gavel coverage of township meetings and additional programming that offers news and information about the community. HOMTV programming can be viewed on demand at www.homtv.net.

5151 MARSH ROAD, OKEMOS, MICHIGAN 48864-1198 (517) 349-1232
www.homtv.net homtv@meridian.mi.us





FOR IMMEDIATE RELEASE
September 26, 2017

CONTACT: Deborah Guthrie, Communications Director
517.853.4380 | guthrie@meridian.mi.us

Rock the Block with Meridian Township
Zumbathon at Curves of Haslett

Meridian Township, MI – Meridian Township and Curves of Haslett bring you Rock the Block! Zumbathon. Get ready to dance at this free family friendly event.

What: Rock the Block - Zumbathon

When: Saturday, October 14th 2:00 pm - 4:00 pm

Where: Curves of Haslett in Shop Town Parking Lot (1561 Haslett Rd, Haslett)

Who: Open to the Public

Why: Local licensed Zumba instructors will lead a variety of Zumba routines bringing their own style and flare. Zumba instructors include; Colleen Opphile, Alyjah Byrd, Margie Jacobs, Becky Christmas, Georgia Boblitz, Becky Newcombe, Denise Perkins, Libby Bennett Fletcher, Jeannie Ballard and Deborah Foster.

Haven House of East Lansing will be selling bottled water for \$1 each. All water sale proceeds will benefit Haven House. Thank you to Sam's Club of Eastwood Towne Center for the water bottle donation.

Enjoy an active afternoon of dancing, while browsing vendor booths including Haslett Beautification Association and Haslett Spirit. Receive discounts from local food businesses like Jet's Pizza, Subway, Blue Gill Grill, China Express, Fernando's Café and more.

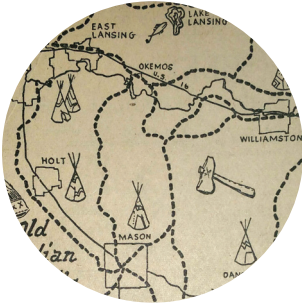
This event is being organized and sponsored by Curves of Haslett and is part of Meridian Township's 175th Anniversary Celebration. For more information about this and other events, visit the Meridian Celebrates 175 website at www.meridiancelebrates175.com or follow Meridian Celebrates 175 on Facebook at www.facebook.com/MeridianCelebrates175Years.

###

Historic Tours of Meridian

These events are being presented by the Friends of Historic Meridian to create and sustain an active appreciation of local history. All donations go to the Friends of Historic Meridian. Donations are accepted and appreciated at each event.

**Admission:
By donation**



Old Pine Lake Tour

Sunday, August 20th at 2:30pm - 3:30pm

Lake Lansing South, 1621 Pike St, Haslett

Pine Lake (now Lake Lansing) is the largest body of water in Ingham County and Native tribes camped along its shores and cut a trail along the west side of the lake. The area was along the trail leading to the seasonal campsite for Chief Okemos and his Chippewa and Ottawa followers. This map from the Michigan Archeological Atlas indicates the principal Indian Trails compiled from records of E. A. Calkins, a Mason Surveyor.

Join the Friends of Historic Meridian and Jane Rose to learn more about the history of these trails and how they connect to our trails and roadways today.



Village of Hamilton Guided Walking Tour

Sunday, September 17th at 2:30pm - 4:30pm

Okemos Community Church, 4734 Okemos Rd, Okemos

The Friends of Historic Meridian is providing a walking tour of downtown Okemos and what was originally called the Village of Hamilton. Visitors will take a walking historical tour of downtown Okemos and it's many monuments. Learn about the origins behind this area of the township, it's settlers and a local Native American Chief Okemos. Chief Okemos, was well known throughout the area. The village area was one of his primary camping areas and he traveled frequently between the village and another campsite near present-day Portland. Tour starts at the Michigan Historic Monument behind Okemos Community Church.



Old Okemos /Riverside Cemetery Guided Tour

Sunday, October 29th at 2:30pm - 3:30pm

Riverside Cemetery, 2451 Small Acres Ln, Okemos

Riverside Cemetery has also been known as Old Okemos Cemetery. Join us on October 28th and learn about this small cemetery with the earliest settlers and pioneers in the township buried here. The last burial was in 2001. Enclosed by an iron fence, with a gateway at the east end off Hamilton Road, this cemetery is marked by history and Meridian's past.



Poor Farm Cemetery Guided Tour

Sunday, October 29th at 3:30pm - 4:30pm

Ingham County 'Poor Farm' Cemetery, 3860 Dobie Rd, Okemos

The Ingham County Home Cemetery is also known as the Poor Farm Cemetery and is an Ingham County Historical Marker. This cemetery was used to bury residents of the Ingham County Poor Farm from the late 1800's to the early 1940's. Join us on October 29th and learn about the people who lived on the Poor Farm because they were unable to care for themselves. Their tombstones are a reminder of the lives and the place that they called "home". During the guided tour you will learn about the people and learn about how their bodies were sold for research.

www.meridiancelebrates175.com



History of Meridian Traveling Pictorial Exhibit

As part of Meridian Township's 175th Anniversary celebration, we are celebrating the History of Meridian through pictures with a traveling pictorial exhibit. Each month throughout 2017, various locations are hosting The History of Meridian Pictorial. This educational glimpse at Meridian Township's history will be engaging and a treasure for all to see. As participants walk through the traveling pictorial, they will have an opportunity to share stories or leave comments of their own. The Traveling Pictorial begins its travels at Studio C! in Okemos for the New Year's Eve kickoff celebration on December 31, 2016. Its final destination will be at the Meridian Township Municipal Center at the end of the year with many sites to choose from in between.

To request a private showing, contact the Communications Department at 517.853.4370



Exhibit Locations

September 18 - 29

Haslett American Legion Post #269
1485 Haslett Road, Haslett

October 2 - 30

Community Music School/MSU
4930 Hagadorn Road, East Lansing

October 30 - November 9

Okemos High School
Parent/Teacher Conferences ONLY
2800 Jolly Road, Okemos

November 10 - December 1

Horizon Bank
1600 Abbott Road, East Lansing

December 1 - December 22

The Willows of Okemos
4830 Central Park Drive, Okemos

December 22 - 31

Meridian Township Municipal Building
5151 Marsh Road, Okemos

www.meridiancelebrates175.com





Eat, drink &
Karaoke!

Benefit Night

Friday, November 3, 2017

4:00 - 10:00 pm

Old Chicago - 1938 W. Grand River, Okemos

Purchase a wristband for \$5 and enjoy a fun evening of Karaoke, great food, drink specials, giveaways and more!

20% of all food and drink purchases benefit Meridian Cares Emergency Needs Fund



*Wristbands available in advance at the Township Treasurers Office. Wristbands will also be available at the door.

\$3 Craft Beers, Cocktails and House Wines

*with purchase of wristband



For more information, contact
Darla Jackson, Human Services Specialist
jackson@meridian.mi.us or call 517.853.4204



CABLE TV FUND

Narrative: The highest priority of the Communications Department is to provide residents with an increased access to transparency in governance with relevant information and in a timely fashion. A diverse means of methods through the utilization of current and best communication practices is used to provide information to residents and neighboring municipalities. An advisory board, the Cable Communications Commission, approves operating policies and makes recommendations concerning fiscal matters to the Township Board. Operating funds are primarily generated from franchise fees and peg fees derived from cable service providers according to Public Act 480.

REVENUE SUMMARY				
Account Classification	2016 Actual	2017 Original Budget	2017 Projected Total	2018 Budget
Franchise Fees-Cable TV	\$695,621	\$680,000	\$680,000	\$660,000
PEG Fees	194,115	200,000	190,000	180,000
Miscellaneous Revenue	6,721	500	150	500
Donations/Agency Fees	0	0	0	0
Grant Revenue	0	0	0	0
	<u>\$896,457</u>	<u>\$880,500</u>	<u>\$870,150</u>	<u>\$840,500</u>

Franchise Fees - Cable TV: The revenues from Cable Franchise Fees are received from the 5% Franchise Fee that is charged on the annual gross revenues of Comcast Cable Services and AT&T Uverse Services for use of the public rights of way.

PEG Fees: Cable PEG Fee revenues are received from AT&T Uverse at 3.36% and Comcast at 1% of their annual gross revenues as support for the cost of public, education, and government access facilities and services.

Donations/Agency Fees: Includes the programming application fees, municipal shared services fees, and sponsor revenues for CAMTV.

STATEMENT OF FUND BALANCE		
	<u>Nonspendable</u>	<u>Restricted</u>
Fund Balance as of December 31, 2016 (per audit)	\$11,755	\$303,724
Anticipated Operating Surplus (Deficit) for 2017	<u>(11,755)</u>	<u>51,181</u>
Estimated Available Fund Balance as of December 31, 2017	0	354,905
Anticipated Operating Surplus (Deficit) for 2018	<u>0</u>	<u>30,300</u>
Estimated Available Fund Balance as of December 31, 2018	<u>\$0</u>	<u>\$385,205</u>

CABLE TV FUND

EXPENDITURE SUMMARY				
<u>Account Classification</u>	<u>2016 Actual</u>	<u>2017 Original Budget</u>	<u>2017 Projected Total</u>	<u>2018 Budget</u>
Personnel Costs	\$434,803	\$447,813	\$435,181	\$444,200
Operating Costs	173,138	203,500	197,000	200,000
Outside Services	69,641	86,569	87,000	87,000
Equipment Rental	0	0	0	3,000
Capital Items	291,156	136,850	111,543	76,000
	<u>\$968,738</u>	<u>\$874,732</u>	<u>\$830,724</u>	<u>\$810,200</u>

Personnel Costs: Includes a 2% wage increase and 5 full-time employees and 1 part-time employee at 29 hours. Professional TV talent, paid interns, and freelancers are also utilized throughout the year. In addition, approximately 30 unpaid student interns are accepted into the internship program and trained each year for television production, reporting, promotions, and social media marketing.

Capital Items: Production equipment.

PERSONNEL SUMMARY			
<u>Position/Title</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Communications Director	1.0	1.0	1.0
HOMTV Executive Producer	1.0	1.0	1.0
Studio TV Production Manager	1.00	1.00	1.00
Video Programmer/Studio Producer	1.00	1.00	1.00
Communications Content Specialist	0.00	0.725	0.725
Administrative Assistant II	1.0	1.0	1.0
	<u>5.00</u>	<u>5.725</u>	<u>5.725</u>
Interns and Freelancers	40	40	40