

Letter From The Bedford Communication/Media Commission

In 2016 an Exploratory Committee was assembled to present to the Bedford Township Board, the need and benefits of a Communication Commission. In 2017 the township appointed the first Communications Commission that would meet monthly. The mission of the Commission would be to facilitate communications between the township government, schools, businesses, organizations, as well as current and prospective citizens of Bedford Township. The commission serves at the pleasure of the township board and serves to give recommendations to the township Board for implementation, acceptance, permission, or expenditures. The Commission works under the direction of Trudy Hershberger, who is our liaison to the Township Board.

The Commission members are Trudy Hershberger, Liaison to Township Board, Nate Elarton, Chairman, Deborah Lucius (Chair 2017-2019), Dale Barton, Lori Welling, secretary and Toni Morrin.

Since the inception of the Commission we have accomplished a great deal.

1. The Bedford Press was contracted as a more economic way to print and distribute the Township newsletter saving the taxpayers \$5000.00.
2. We encouraged residents to use the complaint line to the State of Michigan as a way to complain about issues with Buckeye and other utilities.
3. We have explored more ways for communication to Township residents.
4. We have contacted and encouraged other cable companies to consider coming to Bedford Township, without success.
5. We have upgraded the equipment for recording various township meetings, to be able to edit, shoot, record, and mix in HD.
6. We have hired George Welling part-time as a coordinator for filming events, meetings, and other promotional videos to promote our township.
7. We have established a YouTube account to expand access to meetings and events to the community. These are live and also archived. All meetings are also live-streamed on our Government Channel.
8. We held a meeting with Buckeye executives to discuss the concerns of the citizens and issues we were having.
9. An informational town hall meeting with Buckeye was held.
10. We researched Communication options for text warnings, and possible App communications on Smartphones, but it was cost prohibitive.
11. We approved the video of "Where Michigan Begins" shot and edited by George Welling for potential citizens to view highlighting the great things about our community and business.
12. We removed the need for stored video on the website due to Youtube saving the taxpayers \$600/year.
13. We are currently overseeing special interest videos for such things as passports, elections, Fire Dept., Memorial Day, sex-trafficking, etc.
14. We have reviewed the franchise agreement for Buckeye, but per state law, it was renewed without considering our suggestions.

We also have tried to communicate that Buckeye Broadband does not have exclusive rights as the cable/wifi company in our area. Any company can come to Bedford Township. We have encouraged Broadband/cable companies to come, but they do not have an interest here or have declined because of a lack of potential profitability.

If you have any suggestions for the Bedford Communications Commission, or suggestions for government programming, please contact Trudy Hershberger.

Bedford Communication/Media Commission