



Board of Commissioners

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Jeanne Pearl-Wright

Trevor "TJ" Youngquist
Mark Mudry
Joseph C. Brehler
Brian Droscha
Jacob Toomey

Scott Hansen
Brian Lautzenheiser
Jim Mott – Chair
Frank Holmes
Barbara A. Rogers – Vice Chair

EATON COUNTY BOARD OF COMMISSIONERS/INFORMATION TECHNOLOGY & COMMUNICATION COMMITTEE

WEDNESDAY, JUNE 5, 2024, 4:00 P.M.

BOARD OF COMMISSIONERS' ROOM, COUNTY COURTHOUSE, CHARLOTTE

AGENDA

1. Call to Order.
2. Pledge of Allegiance.
3. Agenda Additions and Changes.
4. Approval of the May 1, 2024 Meeting Minutes.
5. Limited Public Comment.
6. Communications Director Update.
7. Technology Services Director Update.
8. Miscellaneous.
9. Limited Public Comment.
10. Adjournment.

A quorum of the Board of Commissioners may be present at this meeting.

**INFORMATION TECHNOLOGY AND COMMUNICATION
COMMITTEE MEETING**

**WEDNESDAY, MAY 1, 2024
4:00 P.M.
MINUTES**

MEMBERS PRESENT: Commissioners Brian Droscha, Barbara Rogers, Frank Holmes, Mark Mudry, Jacob Toomey, and Scott Hansen

MEMBERS ABSENT: Commissioner Haskell

ALSO PRESENT: Connie Sobie, Logan Bailey, Eric Daley and Nathan Nighbert

The May 1, 2024 regular meeting of the Information Technology and Communication Committee was called to order at 4:00 p.m. by Chairperson Droscha.

The Pledge of Allegiance was given by all.

Commissioner Mudry moved the approval of the agenda. Commissioner Toomey seconded. Motion carried unanimously.

Commissioner Rogers moved the approval of the March 6, 2024 meeting minutes. Commissioner Holmes seconded. Motion carried unanimously.

Limited Public Comment. None.

Communications Director, Logan Bailey, presented the department's monthly report. He noted Resource Recovery is promoting the Eaton County Spring Clean-Up in the County Journal and the Sheriff's Office Deputy Paramedic Program promotional materials are in development.

Mr. Bailey stated the GIS team is collaborating with the Controller's Office to build new platforms for residents looking for information on property values, taxes, and other geographic data. An update on Eaton County's social media and upcoming press details was also provided.

Technology Services Director, Eric Daley presented the department's monthly report. Director Daley reported RFP's have been sent out for the five-year aerial imagery project for the Tri-County area and are due back by May 15th. It is expected this project will be completed in 2025. It was noted all of the technology equipment for the Youth Facility expansion has been ordered and is on track with the building completion timeline. He also stated the GIS team is working with Construction Codes on remapping all 249 private roads in Eaton County. An update on Broadband was also given.

Limited Public Comment. None.

Chairperson Droscha adjourned the meeting at 4:22 p.m.

The next regularly scheduled meeting of the Information Technology and Communication Committee will be held **Wednesday, June 5, 2024**, at 4:00 p.m. in the Board of Commissioners' Room in the Eaton County Courthouse located at 1045 Independence Blvd, Charlotte MI 48813.

Brian Droscha, Chairperson

DRAFT



Connie L. Sobie
Controller/Administrator

Ben Dawson
Deputy Administrator/
Human Resources Director

Claudine Williams
Director of Intergovernmental
Affairs and Development

Melissa L. Ballard, CGFM
Finance Director

Logan Bailey
Communications Director

DATE: June 3, 2024

TO: Information Technology and Communications Committee

FROM: Communications Director

SUBJECT: June 2024 Communications Report

ACTIVE COMMUNICATIONS

- **Resource Recovery's** second recycling event promotion in the County Journal is running for two weeks. Registration is once again required for the Charlotte event, but all County residents are welcome. Digital promos are also active.
- Our 11th County Newsletter is out on June 3. The newsletter also runs in the County Journal every month.
- **Parks and Recreation** strategic planning events promotion have been successfully pushed on email and digital spaces.

Eaton County Resource Recovery

**Scrap Tires**

**Household Hazardous Waste**

**Electronics**

**EATON COUNTY
RECYCLING FEVER**

Event Location in Charlotte

June 15, 2024 | 9 AM - 2 PM

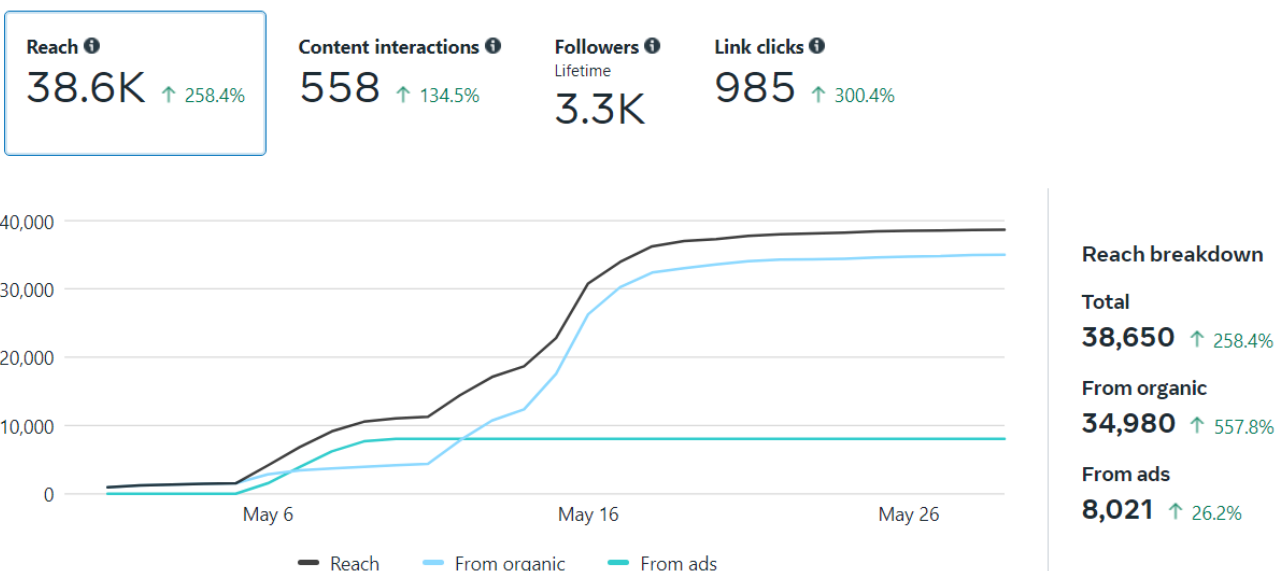
Open to all Eaton County residents.
Registration is required for address.

Let's Clean-Up Together!
For more info:
Email recycle@eatoncounty.org
Call 517-543-3686
Visit eatoncounty.org/913



DIGITAL

Social Media



- As of May 30, we are at 3,253 followers on Facebook, an increase of 469 from last month.
- We saw a 258% increase in total reach month to month thanks to a lot of new engagement from followers and several “popular” posts being shared wide across different forums, groups, and pages.
- The reach increase mostly stems from a post/call to action to take the Community Art survey for Crandell Park. While much of that engagement was negative in nature, there was still some positive engagement and conversation. The loudest voices are often the more negative on social media. Engagement, in general, increased as we gained more followers.

Website

- Website refresh process continues with Civic Plus. We are still on track for an August completion. In mid-June, we will see preliminary design work to approve or alter. I have been able to sneak a few looks at some of the progress and am excited at the direction we are going.
- Again, major changes to our site will include showcasing social media on topline navigation, a central embedded search bar within the banner, top services links, and an updated calendar and news flash modules.

Views by User – May 1 to May 29		↓ Views -----	Users -----
		85,735 100% of total	29,467 100% of total
1	Eaton County, MI Official Website	7,261	3,293
2	Search • Eaton County, MI • CivicEngage	4,690	1,418
3	Public Case Search Eaton County, MI	4,263	2,301
4	Employee Access Eaton County, MI	2,944	699
5	Online Services Eaton County, MI	2,745	1,661
6	Locating an Incarcerated Person Eaton County, MI	2,366	1,657
7	Form Center • Public Art Survey	1,848	1,538
8	56th Circuit Court Eaton County, MI	1,421	898
9	Custom404 • Eaton County, MI • CivicEngage	1,377	1,088
10	Corrections Division Eaton County, MI	1,320	818

- The County's website saw just over 29,000 users from May 1 to May 29. This is an increase of about 4,000 individuals from the previous month, with new pages growing in views. This increase in use also created a shorter engagement time per event, sitting at an average of 58 seconds. This increase is largely due to over 1,500 individuals visiting a new page that was created earlier in the month.
- We hosted a public art survey for an art installation at Crandell Park (funded through PNC Foundation). We elicited public feedback on an art submission from an RFP. We saw over 600 completed surveys and over 1,500 page visits and reached nearly 30,000 individuals on social media engaged with the content, if not completing the survey itself.

MEDIA

- Press in May 2024
 - Deputy Paramedic Program
 - [Fox 47](#)
 - [News 10](#)
 - [News 6](#)
 - [Lansing State Journal](#)
 - Sheriff's Office Shift Coverage
 - [News 6](#)
 - [News 6 Update](#)
 - [Fox 47](#)
 - Prosecutor's Office/Sheriff's Office OIS Justification
 - [Lansing State Journal](#)
 - Parks Community Grant
 - [WKAR](#)
 - Fox 47
 - Prosecutor's Office Coverage
 - [News 10](#)
 - [People Magazine](#)
 - County Advisory Tax Limitation Committee
 - [Michigan Business Network](#)
 - [WKAR](#)
 - Public Defender's Office
 - [Fox 47](#)
 - Trial Courts Amnesty Program
 - [News 10](#)
- Planned Upcoming Press
 - County Advisory Tax Limitation Committee action
 - Hiring strain
 - Youth Facility expansion

PROJECT UPDATES

- Tax Limitation Alteration
 - [Website](#)
 - Informational Campaign
- County Impact Campaign
 - Digital information campaign showcasing County services, with an emphasis on financial struggles and what the public may stand to lose should more revenue not be secured.
- Print materials
 - General County handout

