



## Board of Commissioners

---

Tim Barnes  
Blake Mulder  
Terrance Augustine  
Brandon Haskell  
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, MAY 1, 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 April 3, 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, APRIL 3, 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:** Commissioner Jim Mott, Connie Sobie, Logan Bailey, Eric Daley and Nathan Nighbert

The April 3, 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 Holmes moved the approval of the agenda. Commissioner Mudry seconded. Motion carried unanimously.

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

Limited Public Comment. None.

Communications Director, Logan Bailey, presented the department's monthly report. He noted promoting the Substance Use and Misuse Survey on social media and applying for funding to assist with the Bank Intercounty Drain project at the state and federal levels. Mr. Bailey also explained the various ways Eaton County is using media to promote events.

Technology Services Deputy Director, Nathan Nighbert gave an update on the State of Michigan Broadband Equity, Access and Deployment (BEAD) \$1.6 Billion dollar program. The challenge period is now open to make sure all underserved areas on the map.

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. It is expected the project will be completed in 2025. Deputy Director Nighbert reported the Prosecutor by Cappel project is still ongoing and should be completed by August 2024. He noted the importance of the standard of data being imported. Director Daley informed the Committee of the Homeland Security grant application Emergency Management and the County Clerk worked on regarding election security. Three main items identified and applied for were additional secure hard drives for transferring data back and forth, a small generator in case of a power outage so elections may continue, and an uninterrupted power supply so equipment may continue to operate in the event of an outage without interruption.

Two resolutions were presented and discussed for approval, a Resolution to Approve Email and Messaging Use Policy and a Resolution to Approve Software Usage Policy. Commissioner Holmes moved to recommend approval of both Resolutions to the Board of Commissioners. Commissioner Mudry seconded. Motion carried unanimously.

Discussion was held regarding the Legacy Time Clock system for the youth facility.

Limited Public Comment. None.

Chairperson Droscha adjourned the meeting at 4:23 p.m.

The next regularly scheduled meeting of the Information Technology and Communication Committee will be held **Wednesday, May 1, 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



**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:** May 1, 2024

**TO:** Information Technology and Communications Committee

**FROM:** Communications Director

**SUBJECT:** May 2024 Communications Report

## ACTIVE COMMUNICATIONS

- **Resource Recovery** recycling event promotion in the County Journal is running for two weeks. As of Friday, April 26, registration is required for the Delta Township event. Digital promos are also active.
- **Sheriff's Office** Deputy Paramedic Program promotional materials are in development, including press promotion, print and digital materials.
- **GIS** is collaborating with our office to build new platforms to share information with residents looking for information on property values, taxes, and other geographic information.

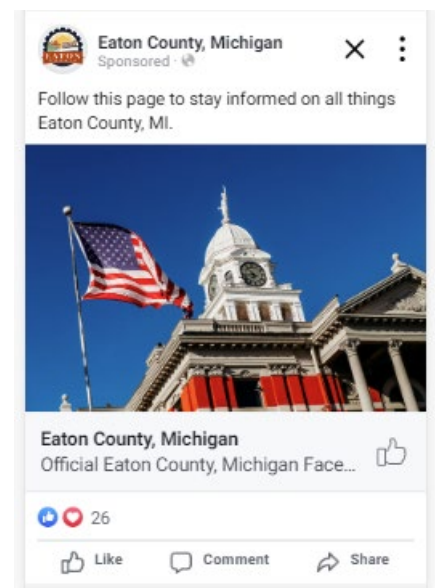


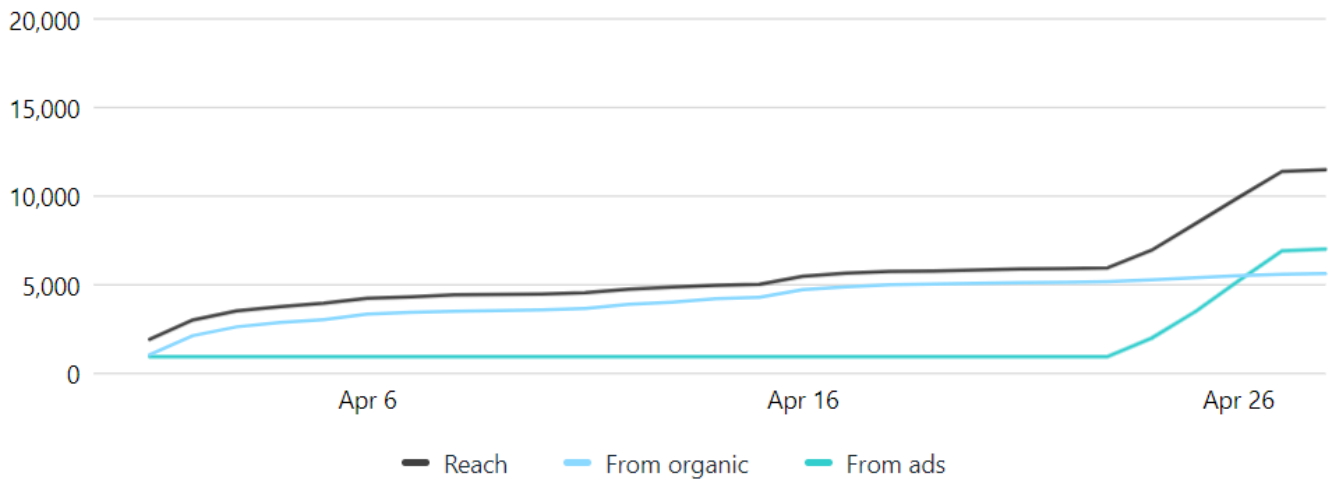
- Our 10<sup>th</sup> County Newsletter is out on May 8, with a new streamlined subscription page.

## DIGITAL

### Social Media

- Active advertising on social media to help the County gain more reach in targeted areas.
  - Over 25% of our followers are in Charlotte, followed by Eaton Rapids at just over 7%.
  - Growing reach in Bellevue and Delta Township areas.
  - As of April 26, we saw 300 new followers and an increase of nearly 7,000 in reach.
  - Data will accumulate to see geographic spread.





- Cumulative reach is shown above. With the boosts from the 5-day boosted post, we have reached almost 11,500 in April, which is a decrease from the higher reach from March with the town hall promotions and position advertisements.

#### Website

- We are continuing our website refresh process with Civic Plus with a new homepage template adjustment layout approved on April 25. We are still on track for an early August launch date.
- Major changes 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.
- The County's website saw just over 26,000 users in April. The top pages are the Public Case Search and General Search pages.
- Users still average under a minute and a half of engagement time per event (which is triggered by active website use).

| Views by User – March 25 to April 25               |  | ↓ Views       | Users         |
|----------------------------------------------------|--|---------------|---------------|
|                                                    |  | 90,408        | 26,198        |
|                                                    |  | 100% of total | 100% of total |
| Eaton County, MI   Official Website                |  | 8,732         | 3,693         |
| Public Case Search   Eaton County, MI              |  | 4,733         | 2,479         |
| Search • Eaton County, MI • CivicEngage            |  | 3,825         | 1,677         |
| Employee Access   Eaton County, MI                 |  | 3,635         | 787           |
| Online Services   Eaton County, MI                 |  | 3,301         | 1,972         |
| Locating an Incarcerated Person   Eaton County, MI |  | 2,896         | 2,119         |
| 56th Circuit Court   Eaton County, MI              |  | 1,502         | 974           |
| Treasurer   Eaton County, MI                       |  | 1,478         | 953           |
| Register of Deeds   Eaton County, MI               |  | 1,476         | 717           |
| Corrections Division   Eaton County, MI            |  | 1,441         | 915           |

## MEDIA

- Press in April 2024
  - [FEMA Town Hall Update](#)
    - Fox47 did an update on the FEMA Town Hall with Emergency Manager Wilkinson
  - External Town Hall-Style Meetings
    - Financial Presentation Materials are available on our website to read in the News Flash module; no media picked this up
  - [Prosecutor's Office coverage](#)
    - National, state, and local coverage
  - [Substance-Use Survey](#)
    - Linked here is my interview with WILS 1320 Morning Show
  - [Severe Weather Special](#)
    - Emergency Manager Wilkinson was interviewed by WILX
  - [Potential Insulin Litigation](#)
    - Commissioner Toomey did well setting up the County in a strong light
  - MI-MORT Exercise
    - Media did not pick this up, though WLNS 6 News may cover post-exercise
- Planned Upcoming Press
  - Recycling Event Delta Township
  - Financial Stability Report
  - Deputy Paramedic Program
    - We will have several iterations of this media promotion to try and gain traction for the new position/designation
  - Youth Facility
  - Parks Grants distribution/update

## PROJECT UPDATES

- Financial Stability Report
  - Report due May 10 at Ways and Means.
- County Impact Campaign
  - Digital information campaign showcasing what the County offers, with an emphasis on financial struggles and what the public may stand to lose.
- Substance Use/Misuse Strategic Plan
  - MSU survey results report is due later this month.

