

**BEDFORD TOWNSHIP BOARD  
SPECIAL MEETING  
8100 JACKMAN ROAD  
MAY 5, 2016  
7:00 P.M.  
AGENDA**

**1. CALL TO ORDER**

**PLEDGE OF ALLEGIANCE & MOMENT OF SILENCE**

**2. APPROVAL OF AGENDA**

**3. PRESENTATIONS**

Power Point Presentation by the Exploratory Communication/Cable Committee

**4. PUBLIC COMMENT (Comments limited to 2 minutes for board agenda items)**

**5. COMMENTS FROM TOWNSHIP BOARD MEMBERS**

**ADJOURNMENT**

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The Township of Bedford will provide necessary reasonable auxiliary aids and services to individuals with disabilities at the meeting upon one week's notice to the Township of Bedford. Individuals with disabilities requiring auxiliary aids or services should contact the Township of Bedford by writing or calling the following:

Greg W. Stewart, Township Supervisor  
8100 Jackman Road, P.O. Box H  
Temperance, MI 48182  
Telephone: (734) 847-6791

Public Comment Time

Bedford Township operates under rules of parliamentary procedure, which states, "Citizens have the right to attend the meetings and be permitted to address the body on matters that are relevant to business". The Township Board furthermore "Encourages" your input, addressing the Board through the Chair. Public Comment time is an opportunity for comments and questions, please be respectful to the Board, audience and outside viewers. Board members shall also respect those addressing the board. Thank you for your participation.

**Bedford Exploratory  
Communications Committee**

How does Bedford communicate?  
How can we improve it?

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**Why we need a  
Communications Committee:**

- Communication is the key to a strong community.
- Every successful community and organization communicates effectively.
- Effective communication should reach all ages and demographics of the community.
- To bring all aspects of the community together through several forms of media.
- Be on the cutting edge of all communication in today's world.
- To specialize and focus on new forms of communication

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**MISSION**

Facilitate communications between the township government, schools, businesses, organizations, and current/prospective township residents.

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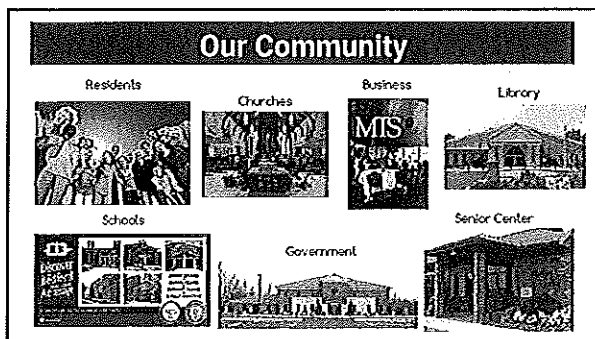
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## VISION

Foster a unified community through utilizing the latest and diverse technology platforms, being responsible stewards of fiscal resources, and remaining open to the changing needs of the community.

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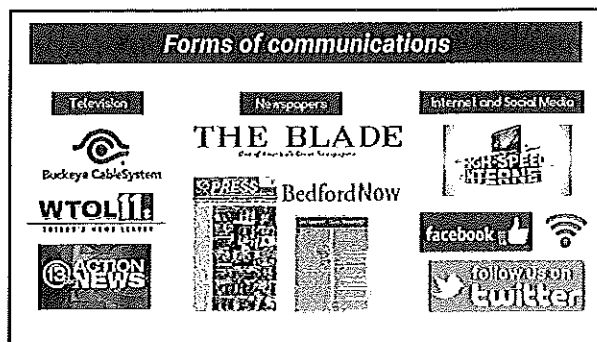
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**Research Results:**  
**Communication differs by age group**



**Ages 60+**  
Television  
Newspaper  
Friends  
Family

**Ages 35-59**  
Facebook  
Internet  
Email  
Newspaper

**Ages 17-28**  
Twitter  
Text message  
Friends  
Instagram  
Facebook  
Internet

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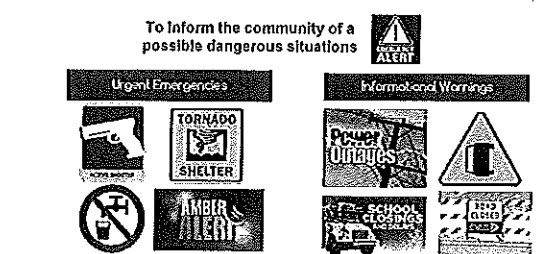
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**Why is communication important within a community?**

To inform the community of a possible dangerous situations



**Urgent Emergencies**

- Gun
- TORNADO SHELTER
- AMBER ALERT
- No Alcohol

**Informational Warnings**

- POWER OUTAGES
- SCHOOL CLOSURES
- ROAD WORK
- Hazardous Materials

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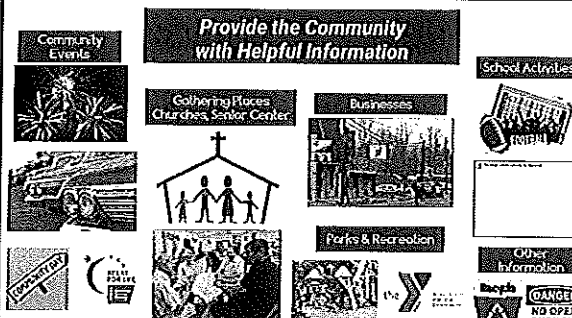
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**Provide the Community with Helpful Information**



**Community Events**

**Gathering Places**  
Churches, Senior Center

**Businesses**

**Parks & Recreation**

**School Activities**

**Other Information**  
Recycling  
CHANGED NO OPEN BURNING

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# Strategic Goals

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**Goal #1**

Continue exploration and standardization of communication methods throughout the community. Develop and maintain a marketing and communication plan throughout the township.

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**Goal #2**

Develop and maintain a financial strategy for allocation of funds to implement the various marketing and communication plans.

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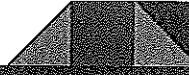
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**Goal #3**

**Act as the community representative for outside marketing and communication vendors.**

Example: Internet Service Providers (ISPs) and Cable TV Services



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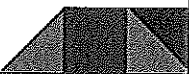
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**Areas of Focus**

**Media:** Television, Newspapers, Radio

**Internet:** Website, Social Media, Email

**Phone:** Landlines, Mobile Devices



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**Responsibilities**

- Township website
- Social media
- Media outlets
- Emergency alert system
- Continuously update media for the



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**Committee Member Recommendations**

A single representative from each of seven (7) segments of the community.

- Business
- Church
- Government
- Library
- Residents
- Schools
- Seniors

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**Conclusion**

A Bedford Township Communications Committee will strengthen community relations through a variety of tools that will be used to improve communication throughout the township. Resources will be required to provide services to enhance communication for the benefit of the community.

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