

I.T. / EQUALIZATION COMMITTEE

Kimberly L. Murphy
County Administrator

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MEMBERS

Dustin Krasny, Nancy Jenkins-Arno, Ralph Tillotson
301 N. Main St, Adrian, MI 49221

MEETING LOCATION

Chambers

Minutes: Thursday, December 5, 2024

I. Call to Order

Present: Commissioners Dustin Krasny, Nancy Jenkins-Arno, Ralph Tillotson, Jim Van Doren

Also Present: Administrator Kim Murphy, Deputy Administrator Shannon Elliott, Marketing & Communications Jen Ambrose, IT Deputy Director Micah Hassenzahl

The meeting was called to order by Comm. Krasny at 1:30pm.

II. Approval of Minutes

A. Approval of Minutes: November 7, 2024

Motion by Tillotson, to approve the minutes from November 7, 2024, seconded by Jenkins Arno. Motion carried.

III. Information Technology

A. Finance Report

Administrator Murphy provided an overview of the IT division of the capital fund. There are 4 outstanding projects that may be closing in the near future.

Comm. Tillotson discussed an invoice from a year or two ago, for approximately \$90,000. Deputy Hassenzahl confirmed that may have been for this same Cisco phone refresh. It is a 5-year lease that covers the expenses for phones, equipment, & updating necessary connections in the building, along with 911 capability.

B. IT Report

Deputy Hassezahl provided an overview of the IT projects. The last purchases for the 2024 computer replacement program have been made.

The Cisco Phone refresh work has been completed and are awaiting the final invoice for this year.

No further discussions.

C. Communications

Communication Coordinator Ambrose reviewed her monthly report that included the year-to-date statistics.

- *Live-streaming statistics show close to 1,500 views of the meetings.*
- *250,000 users have visited the website; 42% have used a desktop & the majority used mobile phones.*
- *3,700 social media posts were made this year and 2,000 messages were received YTD, 2 million impressions, and 130,000 clicks on the content.*
- *Mass email is sent for over 100,000 YTD with an open email rate of 44%, which is above the industry average.*

Administrator Murphy reflected on the past, that we have not always had this engagement with the community and commends Ambrose for her hard work on creating and responding to the comments.

Discussion was held regarding social media accounts for MSC; Ambrose shared that they do not have any current social media accounts. There are only press releases sent out, emergency info, & website management. Ambrose stated the MSC page on the website is managed by Ambrose; she will bring some statistics on the MSC website, to be shared with MSC board.

D. Department Reports / System Concerns

No discussion.

E. Updates / Other Business

No discussion.

IV. Equalization

A. Equalization Report

Equalization Director DeLong was unable to attend.

Administrator Murphy highlighted the tax bill information listed on the monthly report.

When the tax bills were sent to Ogden, Palmyra, & Riga, there was a library district mileage that passed in August that was missing on the tax bills. The printing company was contacted to attempt to stop the mailing; however, it was too late when this was discovered.

Approximately 2,200 tax bills were reprinted, and appropriate communication was released on social media and in the new tax bills. They were able to distribute the revised tax bills very quickly.

Discussion was held about the proposal to purchase a new equalization vehicle and if there were any local dealerships that are a part of the MiDeals program. Administrator Murphy shared some local bids were received, but LaFontaine in Lansing is a participant of MiDeals.

Murphy shared some of the recommendations from the Physical Resources committee that will be presented to PWM next week.

B. Updates / Other Business

No discussion.

V. Other Business

Comm. Tillotson commended this years Christmas tree, lights, and surrounding lights.

VI. Public Comment

VII. Adjournment

Motion by Tillotson Second by Jenkins-Arno None to adjourn the meeting at 01:55 PM. Motion carried.