

City of St. Clair Shores Communications Commission
Meeting of March 8, 2023

Attendees: S. Foulkrod (Chair), D. Rascano, S. Devine, R. Klucens, Councilman Frederick, Stan Simek, Councilman Frederick

Excused: C. Denman, K. Zenisek, D. Martin

Not Excused: G. Recor

OLD BUSINESS:

Motion by R. Klucens to approve January 11, 2023 meeting minutes, supported by S. Simek; all approved.

NEW BUSINESS:

Website Update: All members of the Commission applaud the work done by the Communications staff on the new, updated website which launches March 7, 2023. New, very impressive photos, taken with the City's new drone, were shared with the Commissioners.

Newsletter Update: The next newsletter was presented by S. Foulkrod. All were again very impressed with the clean look and style. The calendar is also more readable and allows more room for residents to make their own notes within the days.

Equipment Update: A capital improvement project consisting of video cameras (3) for 2023/2024 estimating at \$10,000; a trcaster for 2026/2027 estimated at \$30,000; and a Nexus replacement which provides program rotation software.

Steve also reported that he is looking to produce a talk show with Mr. Lucido regarding scams.

FY 23/24 CITY CALENDAR:

A discussion was held regarding the 23/24 City Calendar. All agreed that the calendar should continue to be placed in the newsletters as is currently done. S. Simek motioned to use the newsletter to include a monthly calendar; supported by D. Rascano; all approved. There will be a future discussion about the potential for ad sponsors.

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CABLE INFORMATION:

S. Foulkrod reported the encoder for the City Channel through AT&T may be permanently gone. He will be checking further into the issue. He also advised that the start dates for the current contracts with the franchised cable companies are: AT&T - 2017 (11 Years); Comcast - 2018 (10 years); WOW - 2018 (10 years). Once again, D. Rascano recommended that the Cable representatives be invited to future meetings to provide an update as to the cable companies' future plans for services provided to residents.

COMMISSIONER COMMENTS:

S. Simek - Watched a down river marketing-type show on a WOW channel which he thought would be worth looking into for the City. S. Foulkrod will look into it. S. Simek motioned that the Communications staff look into creating a marketing-type video for St. Clair Shores; R. Klucens supported; all approved.

R. Frederick - Advised that 3 seats and a seat for Mayor will be up for vote in August, 2023. If more than 6 people are approved (through validated petitions) to run, a primary will be held prior to final election.

AUDIENCE PARTICIPATION: None

Meeting Adjourned: S. Simek motioned; supported by R Klucens; all approved.

NEXT MEETING: April 12, 2023 at 5:30 pm

Minutes Submitted by D. Rascano, Secretary

