

City of St. Clair Shores Communications Commission
Meeting of September 8, 2021

Attendees: M. D'Herde, D. Rascano, S. Devine, D. Martin, R. Klucens, G. Recor, Councilman Frederick, Stan Simek, K. Zenisek, C. Denman

NEW BUSINESS:

Welcome to New Member - Chase Denman

Election of Officers - Nominations of D. Martin for Vice Chairperson and D. Rascano for Secretary (current officers) accepted. Motions to approve by S. Simek and K. Zenisek; approved by all.

M. D'Herde reported that Steve Foulkrod, Communications Department, resigned to move out-of-state.

M. D'Herde reviewed the 2022-2024 City Newsletter Bid Recommendations. Motion to approve by D. Rascano and D. Martin; approved by all.

M. D'Herde reviewed the 2022-2024 City Calendar Bid Recommendations. Motion to approve by S. Simek and G. Recor; all approved.

M. D'Herde reviewed the 2020-2021 Communications Commission Annual Report.

DISCUSSIONS:

Increased promotion of the City's new emergency/non-emergency notification system -- "Citizens' Alert" and "Notify Me".

Winner of four awards at the Philo Festival of Media Arts sponsored by the Alliance for Community-Medical-Central States Region.

The months of the 2022 City calendar will not be ads sponsored by local businesses. Once again, the calendar will contain photos taken by City residents and selected by the Communications Department. K. Zenisek asked how the calendar will be paid; M. D'Herde advised that the expense was already budgeted and approved.

M. D'Herde advised of a request by the Animal Care and Welfare committee to use Communications studio and equipment was discussed. The Commission agreed that the AC&W committee should provide a formal request. Councilman J. Caron (liaison) was to be advised.

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COMMISSIONER COMMENTS:

D. Rascano suggested that the impact of the increase promotion of streaming and its impact on cable companies and potentially franchise fees be placed on a future agenda. The lack of having representatives from AT&T, WOW, and Infinity (Comcast) at our Commission meetings for several years was also discussed.

R. Kucens commended all of those involved with the many innovative projects and community activities currently happening in the City.

AUDIENCE PARTICIPATION - NONE

Motion to Adjourn by S. Simke and G. Recor; all approved

Next Meeting: October 13, 2022

D. Rascano, Secretary

