

Communications Commission
Meeting Minutes November 10, 2021

Attendees: MJ D’Herde, Chair, R. Frederick, Council Liaison, Commissioners D. Martin, R. Klucens, G. Recor, S. Simek, K. Zenisek, C. Denman

Excused: D. Rascano

The meeting started at 6:30 pm.

- I. Old Business:
 - A. Approve September 8, 2021 Minutes: Motion to approve by Commissioner Simek; second by Commissioner Recor. All approved
 - B. 2022 City Calendar Alternate Plan
Printwell Printing informed the City that they did not have sufficient paper to print the 2022 City Calendar. Chair D’Herde presented an alternate plan to roll out the calendar months individually on the back of the City newsletter, *Inside St. Clair Shores*. The newsletter frequency would increase from eight to twelve. Move the \$24,000 budgeted for the calendar into the newsletter budget. Total savings are projected at \$13,000. Discussion. Motion to approve the alternate plan by Commissioner Simek, second by Commissioner Klucens.
 - C. Status of Multimedia Position
Per union rules, position posted internally. No applicants. Seven applicants from external posting. Four received non-qualifying letters. Three applicants will be scheduled for their first interviews in December. Interviews are two parts. Part I “getting to know you” interview; Part II is a “practical” in which the applicant must use City equipment to film, write and edit a short video piece.
- II. New Business:
 - A. Great Lake Way...Commissioner Simek presented a summary about the Great Lake Way project to encourage people to bike along the water from St. Clair Shores to River Raisin to the south and Port Huron to the north. Commissioners expressed concern that sites along Lake St. Clair on St. Clair Shores were not included in the map. Commissioner Simek will investigate and follow up on the City’s participation in this project.
 - B. Blossom Heath Christmas Light Show: TIFA, the Parks & Recreation department, Landscape Services, and volunteers from the Hockey Association will create a *Tunnel of Lights* display in Blossom Heath Park. The Communications Department will handle publicity to include all City and social media. The display runs from November 26 to January 9.
- III. Comments by Commissioners:
Commissioner Klucens: suggest topic for a meeting: “Looking into the future”

Commissioner Zenisek: Pass

Commissioner Recor: questioned the paper shortage. Chair D’Herde explained that the effects of COVID have caused paper mills to shut down. The City checked with C&G Publishing to ensure that we have sufficient paper to print the newsletter monthly in 2022.

Council Member Frederick: Wants to see “clip and save” on the calendar months

Commissioner Devine: City needs to encourage residents to rake leaves, and clean sewer drains to prevent street flooding.

Commissioner Simek; Pass

Commissioner Martin: Noted the calendar of events for the Optimist Club

Chair D’Herde: Next meeting is Christmas Pot Luck. All are encouraged to bring a dish to pass.

7:35 pm Motion to adjourn by Commissioner Recor, second Commissioner Zenisek.
All in favor

The next meeting is Wednesday, December 8, 2021 at 6:30 pm.

Submitted by Commissioner David Martin