

City of St. Clair Shores Communications Commission  
Meeting of January 11, 2023

Attendees: S. Foulkrod (Chair), D. Rascano, S. Devine, D. Martin, R. Klucens, Councilman Frederick, Stan Simek, C. Denman, K. Zenisek, Councilman Frederick

Excused: C. Denman

Not Excused: G. Recor

**OLD BUSINESS:**

Motion by D. Martin to approve May 11, 2022 meeting minutes, supported by S. Simek; all approved.

**NEW BUSINESS:**

**Website Update:** The design has been approved and meetings have started with the vendor and the department heads to review procedures to ensure consistency and updates. Steve reported that launch should occur in early March, 2023. K. Zenisek asked about the interior pages and asked what images would be used for each department. She also asked about the Parks and Recreation Department and whether they will be able to keep their page updated. Steve advised that the department has named an employee who will be responsible and that she is currently being trained. Steve reported that there are now analytics for the website coordinator to track traffic for each department.

**Newsletter Update:** Newsletters will be issued prior to the beginning of the following month so that residents will have the calendar prior to the beginning of the new month. The departments and Council are being asked for suggested items for the upcoming newsletters. In response to K. Zenisek's question, Steve advised that the Parks and Recreation Department's promotional information will be "cleaned up" so that it is no longer blurred.

**Equipment Update:** A new drone has been purchased. The department will need a new style, remote friendly tri-caster (current one was installed in 2015) which can be used for zoom, skype, etc. A new microphone has been purchased for the podium in the Council room. A Nexus system (which most Communications Departments are using) will be required in the future as well as 3 new cameras to replace current cameras which have been in use for 14-15 years.

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

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Steve also reported that he is looking to produce a talk show with Mr. Lucido regarding scams. He also shared examples of a potential new City logo. 2 members liked Logo A; 3 members liked Logo B, and 1 member liked Logo C. None of the Commissioners liked the logo which just had the initials "SCS". Some of the concerns were that the logo using cursive might not be readable by younger residents because cursive hasn't been taught in the schools for several years. Also, the sailboat in Logo C should look more like an 'A'.

**COMMISSIONER COMMENTS:**

K. Zenisek - The Sentinel has very little about St. Clair Shores and appears to be going downhill. Also, the last issue was too focused on crime which was agreed by some of the Commissioners. And, is anyone responsible for 'pitching' stories to the newspaper.

D. Rascano - Again, reminded Steve to invite cable company representatives to a meeting in that cable television is in the process of change which could impact revenue for the City.

Councilman Frederick - Complimented the Communications Department on the work done for the Tree Lighting event which included greetings from Council.

R. Klucens - Suggested that the change in the Communications Commission meeting time needs to be communicated to residents. Steve advised that this has been requested and will follow up.

**AUDIENCE PARTICIPATION:** None

**Meeting Adjourned:** S. Simek motioned; supported by D. Martin; all approved.

**NEXT MEETING:** February 8, 2023 at 5:30 pm

**Minutes Submitted by** D. Rascano, Secretary