



# Oakland Communications

**Chairman:** Ryan Schwertfeger

**Vice Chairman:** Jim Barry

**Secretary:** Wendi Seelin

**Commissioners:** Amy Eilert, Andrea Levy, Kris Pawelko, Kerri Sirinides, William Sisti

**Alternates:** Patricia Carrera, Salma Chiu

**Council Liaison:** Kevin Slasinski

**Junior Member:** Benjamin Good

## Oakland Communications Commission Minutes: 5/1/2023

**MEETING CALLED TO ORDER: 7:30 PM**

### **FLAG SALUTE & MOMENT OF SILENCE**

THIS MEETING IS BEING HELD IN ACCORDANCE WITH THE OPEN PUBLIC MEETINGS ACT, DULY ANNOUNCED AND POSTED IN THE OAKLAND MUNICIPAL BUILDING.

### **ROLL CALL**

ALL COMMISSIONERS PRESENT UNLESS NAME LISTED BELOW. IF LATE, WHAT TIME COMMISSIONER ARRIVED. IF LEFT EARLY, WHAT TIME COMMISSIONER LEFT THE MEETING.

Absent: Benjamin Good, Councilman Kevin Slasinski, Salma Chiu

Left early: Kris Pawelko at 8:15pm

Motion to Excuse Ben Good: Motion: Commissioner Levy, Second: Commissioner Barry

All in favor: Aye

### **CHAIRMAN'S REPORT**

- Phase II of VHS to Digital File Conversion Project Received and Uploaded to Google Drive
  - Phase 2 complete all on Google Drive Council meetings 2002-2004
  - Phase 3 has 3 years left check with David if he can convert
- TV Committee No Longer Live Broadcasting RIH Meetings - Will get recording and upload thereafter
  - After discussion, live broadcast of the RIH BOE meeting was 4-5 hrs long, which is not fair to persons covering the meeting. We will get the recording from the Business administrator of RIH, and we will download and schedule it. Oakland will be rebroadcasting the recording at scheduled times.
- First Meeting of Five Year Plan Ad-Hoc Committee
  - We had the 1st 5-year Plan Ad-Hoc committee meeting. Brainstorming to plan for the next 5 years of commission, the Chairman advised the Committee Chairpersons to dream big, offer improvements, what will things cost, and time span to accomplish goals. Gives the residents and Borough administration an idea of what we are doing as a Commission. Allows people to see what we do and entices the public to get involved.
- Michael Carelli and wife Amy gave birth to a baby boy. Congratulations to them both.

### **OPEN TO PUBLIC DISCUSSION, ONLY IF PUBLIC PRESENT**

LIMIT OF 3 MINUTES PER PERSON WITH OPEN SESSION NOT TO EXCEED 15 MINUTES UNLESS EXTENDED BY MAJORITY VOTE OF THE COMMISSION.

Motion to Open to the Public: Commissioner Barry, Second: Commissioner Sisti

All in Favor: Aye

- Marina and Christian 25 Skytop. Son wants to get involved and see what the commission is all about. Commissioner Schwertfeger thanked them for coming. A junior member position was created when we had another young volunteer who wanted to be involved. He does alot of our editing. We are all about having volunteers come and join us. Chairman Schwertfeger told him he can come to the control room and watch next meeting.

Motion to Close: Commissioner Levy, Second: Commissioner Sirinides  
All in Favor: Aye

## **APPROVAL OF MINUTES**

- March 2023 Meeting Minutes

Motion to Approve by Commissioner Barry, Seconded by Commissioner Pawelko

All in Favor: Aye

## **THE BOROUGH REPORT**

### ***BOROUGH ADMINISTRATOR DESIGNEE, OCC SECRETARY & BOROUGH COUNCIL LIAISON***

- AARP and Other Grant Opportunities - Clerk Carelli
  - F/u on result date - We did not get Grant
- VHS Tape Disposal- Destroyed July
  - Secretary Seelin advised that the VHS tapes can be destroyed, Secretary is getting Artemis Approval.
- Reminder on Protocol for Checking Committee Email Addresses - Secretary Seelin
  - Remind them to check emails associated with their committees.
- Quotes for Senior Center Camera Project - Secretary Seelin
  - No appointment yet with Neal; he just may show up tomorrow.
- Fiber Loop Completion Update - Council Liaison Slasinski
  - Secretary Seelin advised that the Bergen County fiber is only to the Borough
- Bulletin Board Advertising Regulations Update - Opinion from Borough Attorney - Council Liaison Slasinski
  - Follow up with Mr. Kunze and Councilman Slasinski

## **COMMITTEE REPORTS**

- **Television Committee:** *Jim Barry*
  - Draft of Sponsorship Letter for local businesses
    - Commissioner Barry got a great letter off ChatGPT for a sponsorship letter.
  - Potentially shifting to iMovie: saving time and money on training
    - Commissioner Barry likes iMovie software, for our purposes simplified, less challenging for volunteers
  - LocalBTV Statistics & Increasing Number of Viewers for YouTube Videos (Especially February 2023 Council Meetings)
    - Local BTV getting lots of hits.
  - Recreation Games on Oakland TV Update?
    - Spoke to Coach, parents are concerned about kids being recorded. Working on it. Will follow up with Mike Guadagnino
  - RIH BOE Meetings To No Longer Be Broadcast Live
    - No longer live will rebroadcast later after receiving from the BOE
  - Copy of FLOW Follies Program for Later Airing? - Andrea Levy?
    - Commissioner Eilert checking on a copy for TV Committee
  - *Exploring Oakland* Program Update – Benjamin Good
    - Ludo Wilkens program will be done soon. Topical History Program Voice overs are ready to go
  - *Oakland Archives* Program, Featuring Converted VHS & DVD Programs - Benjamin Good
    - Air older programs that have been converted to digital.
  - Bumpers for Oakland TV – Benjamin Good & David Eldelson
    - Follow up with David regarding work he was working on.
  - JAG Television Award May Conference - Ryan attending
    - Bill Sisti- Attending
    - The Committee is hoping Santa Ride along submission wins the award.
  - Awaiting Council Approval of New Equipment Request Pending Inclusion in Capital Request - Currently Researching What We Can Purchase
    - No news we need this stuff badly so hopefully we will be approved for funds

- **Newsletter Committee:** *Kerri Sirinides*
  - Viewer Statistics from Constant Contact for Last Few Newsletters
    - See what people are reading and interested in and try and generate stories that will engage and interest the audience
      - Secretary Seelin will share the statistics with Commissioner Sirinides
  - More Volunteers Are Desperately Needed - New Volunteer Interest
  - 3 new Junior volunteers, 3 Adult Volunteers
    - Madhav Dua, Shavonne Farley and Jaclyn Kotora Jr. Volunteers
    - Eileen Perri, Katherine Valdez, Carolina Mirko Adult Volunteers
  
- **Bulletin Board Committee:** *Kris Pawelko*
  - Training Held for Bulletin Board Program
    - March 16, 2023 trained on how to use the equipment, only one submission since joining. Slides need advertisement and push in town to make people aware.
  - Additional Music Submissions Needed
    - Need for music submissions received one will send to everyone to review, Commissioner Carrera suggested contacting- Rotary club, interact kids for music, collaborate with Arts festival and Open Mic night
  - Birthdays, Anniversaries, etc. on Oakland TV Bulletin Board – To Be Announced and Launched Only Once An Additional Member Joins the Bulletin Board Committee
  - Commissioner Pawelko stated she is working on the 5-Year Plan with her committee.
  - Commissioner Pawelko stated that the Bulletin Board slides can be used on Facebook and Twitter.
  
- **Welcome, Website & Social Media Committee:** *Andrea Levy*
  - Reusable Giveaway Bags
    - Bag Design - For OCC, design ready to be reviewed and approved
      - Check on colors and sample artwork with Greg to see what he could do.
    - Welcome bag- OCC with Chamber Design, cost?
      - We will need a way to be notified periodically of new residents (monthly or quarterly?)
      - We will personally deliver the bags to new residents.
      - On hold till next meeting with the chamber handbook
  - Social Media
    - Commissioner Eilert is gathering history photos. For both Oakland History and New Photos and stories for social media posts. Commissioner Eilert will also add a blurb into the Newsletter stating the same and where to send.
  - New addition/idea - reach out to all Oakland committees via email (rec, mothers/fathers club, schools etc)
    - Commissioner Levy stated she worked with Secretary Seelin to get information from the groups for the bulletin board and website.
  - New Email Address: oaklandnjsocial@gmail.com
  - Commissioner Levy Suggested a Volunteer page on Website for events
  
- **Review & Grants Committee:** *Ryan Schwertfeger*
  - Second Meeting Held of the Committee
    - Still no response from Altice & Verizon on Grant Request for Senior Center Camera Project
    - Ryan wrote a letter to our State House representatives asking for their help, Andrea wrote a letter to be sent to local businesses, industry, and nonprofits asking for a donation - Borough Administrator advises holding off until we hear back from AARP Grant
      - Secretary Seelin has letter ready to go
    - Ryan nor Michael has heard back from PSE&G Donation/Grant
      - No Response

- Committee continued discussion of possible advertisements on the Bulletin Board. Ryan will talk to Councilman
- Slasinski to have him ask the Borough Attorney if it's legally possible for us to do so before proceeding. If so, then the Bulletin Board Committee would do research and see if it's plausible and how a system would be structured, like what the TV Committee did.
- Commissioner Barry advised that the Television Committee would soon be starting work on a letter to be mailed to the business community asking for TV Sponsorships.
  - Jim has the letter for TV Sponsorship, web page/video template/Junior Commissioner Good working on.

**OLD BUSINESS**

- Welcome Packet Bag Design - Just for OCC Usage
  - Commissioners discussed only using the bag at this time for promotion of the OCC at the upcoming outdoor events in June as a give away

**NEW BUSINESS/DISCUSSION ITEMS**

None

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Motion: Commissioner Sisti, Second: Commissioner Barry, All in Favor: Aye

- Steve Panosian 69 Glen Gray; the LED Display managed by Borough, Who manages the posting on website: Borough. Wanted to know why the newsletter was not on Facebook. Asked if the Great Oak Park Update: Coming soon

Motion to close by Commissioner Sisti, seconded by Commissioner Barry. All in Favor: Aye

**UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES**

- Memorial Day Parade (May 28, 2023 at 1pm)
- Carnival 2023 (June 21-24, 2023 6-10, 6-11)
- 2023 Candidates Forum Participation Deadline → August 1, 2023
- Solicitation of Donations for 2024 Oakland TV Sponsorship Program → August 20 - October 20, 2023
- 2023 Candidates Forum Dates → Saturday, September 9 & Sunday, September 17 (*September 17 is last night of Rosh Hashanah*)
- 2024 Budget Requests from Committee Chairs are Due to OCC Chair for Budget Planning → September 18, 2023
- 2024-2029 5 Year Plan Report To Be Completed By → October 25, 2023
- Halloween Parade Trunk or Treat → October 28, 2023 10:00am
- 5 Year Plan and 2024 Budget and Capital Request Discussion and Vote → November 1, 2023
- Veterans Day Parade - NEW
- Tree and Menorah Lighting (Dec 3, 2023 5 PM)

**MEETING ADJOURNED:**

Motion: Commissioner Barry, Second: Commissioner Levy. All in Favor: Aye 9:15 PM

**THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON  
MONDAY, JULY 10, 2023 AT 7:30 PM IN COUNCIL CHAMBERS.**

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Commissioner <b>Jim Barry</b>	End of 2024
Commissioner <b>Kris Pawelko</b>	End of 2025
Commissioner <b>Andrea Levy</b>	End of 2025
Commissioner <b>Kerri Sirinides</b>	End of 2025
Commissioner <b>Amy Eilert</b>	End of 2023
Commissioner <b>Ryan Schwertfeger</b>	End of 2023
Commissioner <b>William Sisti</b>	End of 2024
Alternate Commissioner 1: <b>Patricia Carrera</b>	End of 2025
Alternate Commissioner 2: <b>Salma Shamy</b>	End of 2023
Junior Member: <b>Benjamin Good</b>	End of 2023