



# Oakland Communications

**Chairman:** Ryan Schwertfeger

**Vice Chairman:** TBD

**Secretary:** Wendi Seelin

**Commissioners:** Jim Barry, Amy Eilert, Andrea Levy, Kerri Sirinides, William Sisti

**Alternates:** Patricia Carrera, Salma Chiu

**Council Liaison:** Kevin Slasinski

**Junior Member:** Benjamin Good

## Oakland Communications Commission Minutes: 1/23/2023

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

### **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.

### **ELECTION OF COMMISSION CHAIR AND VICE CHAIR:**

- Election of Chairman
  - Motion : Commissioner Barry nominates Commissioner Schwertfeger Second: Commissioner Levy, All in Favor : Aye. Motion Passed.
- Election of Vice Chairman
  - Motion: Commissioner Sirinides nominates Commissioner Barry, Second: Commissioner Levy All in Favor: Aye Motion Passed.
- Affirmation for OCC Secretary 2023
  - Motion Chairman Schwertfeger to have Wendi Seelin continue as Secretary to OCC , Second: Vice Chairman Barry. All in Favor: Aye. Motion Passed.

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

Benjamin Good arrived at 7:37pm, Alternate I Carrera absent.

### **CHAIRMAN'S REPORT**

- General Remarks
  - Chairman Schwertfeger is thankful for your continued confidence and support in him as the Chairman.
- Commissioner Committee Appointments
  - "There shall be at least one, but not limited to one, Commissioner assigned to each Committee." Section 1.2, which applies to the Television Committee, Bulletin Board Committee, Newsletter Committee, and Welcome/Website/Social Media Committee
    - Commissioner Committee Appointments: Commissioner Barry TV Committee, Commissioner Shamy for Bulletin Board Committee as acting commissioner, Commissioner Sirinides for the Newsletter Committee and Commissioner Levy for the Welcome Website, Social Media.
  - Consent Motion Chairman Schwertfeger, Second: Commissioner Levy, All in Favor: Aye
  - "The Review & Grants Committee must contain at minimum three (3) members or alternatively, five (5) total members. Four (4) members shall not be allowed in order to ensure an odd number of committee members for voting purposes. One of the three members shall be the OCC Chairperson and the other two (2) required minimum members shall be other OCC Commissioners. The two (2) additional members may be chosen by the Commission to serve on the committee, but the members chosen must be a Commissioner, Commission alternate, and/or a Committee Chairperson. Committee members shall be chosen and approved by a majority of the OCC at the reorganization meeting at the start of every year. A Commission member must serve as Chairperson of the Review & Grants Committee."

- Chairman Schwertfeger asked if any commissioners would like to be on the Review and Grants Committee. Commissioners - Barry, Levy, Sisti, Eilert all stated they would like to be on the committee. Motion Commissioner Sirinides, Second Alternate 2 Commissioner Shamy, All in favor: Aye.
- Appointments to 5 Year Plan Ad-Hoc Committee
  - “The Ad-Hoc Committee shall be made up of the OCC Chairperson, serving as head of the committee, and the Communications Commission Liaisons to each standing committee serving as the Ad-Hoc Committee members.” Section 1.18.1
  - Chairman Schwertfeger stated that the Chairs of each committee serve on the 5 Year Plan Ad-Hoc Committee. Commissioners Sirinides (Newsletter), Barry (Television), Levy (Welcome, Website, Social Media), Shamy (temporarily for Bulletin Board) all were formally nominated. Motion to approve: Commissioner Levy, Second: Commissioner Sisti. All in Favor: Aye

## **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 Levy, Second: Commissioner Barry. All in Favor: Aye
- No public present wished to speak.
- Motion to Close to Public: Commissioner Levy, second: Commissioner Barry

## **APPROVAL OF MINUTES**

- November 2022 Meeting Minutes
  - Motion to Approve: Commissioner Sirindes, Second: Commissioner Sisti
  - Roll call: Chairman Schwertfeger: yes, Vice Chairman Barry Abstain, Commissioner Eilert Abstain, Commissioner Levy: yes, Commissioner Sirinides: yes Commissioner Sisti: yes, Alt 2 Salma Shamy: yes, Alternate 1 Patricia Carrera absent
- All in Favor: Aye

## **THE BOROUGH REPORT**

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

- Altice & Verizon Donation Request Letter Towards Senior Center Camera Project Update - Clerk Carelli
  - Mr. Carelli followed up with an email on January 17, 2023- No response yet. Up to you to decide what to do going forward
- Borough Website Refresh Coming? - Clerk Carelli
  - In the works no update- Information gathering going on and looking into options
- 2023 Borough Calendars Mailed Out - Clerk Carelli
  - Calendars have been mailed out, extra copies at Borough Hall
- ID Badges for Volunteers - OCC Secretary Seelin
  - If you need an ID Badge please let me know I can take a photo and get it ready for pick up at Borough hall or for the next meeting.
- Fiber Loop Completion Update - Council Liaison Slasinski
  - Chairman Slasinski is formally welcomed to the commission. Councilman Slasinski stated he is on the council for 3 years. I am your Liaison and will fight hard for you guys.
  - Chairman Schwertfeger explained the fiber loop connection idea to the councilman to bring him up to speed on what's happening and the end result/goal. Next phase would be cameras on the Recreation field to broadcast Football, baseball etc on Oakland TV. Eric Kulmala was involved with it initially. Councilman Slasinski was advised that this is a borough project and the persons to speak with are Mr. Dies or Mr. Kunze

## **COMMITTEE REPORTS**

- **Television Committee:** Jim Barry
  - Chairman Barry thanked Chairman Schwertfeger for all of his dedication and skills that he brings to the Commission
  - Welcome to all the new Commissioners and looking forward to keeping Oakland a great place to live.
  - Jim Barry is the Chairman, Mark Albala is Vice Chairman of the Committee for 2023.
  - David Edelsom was welcomed onto the TV Committee as a volunteer. We need more new members.
  - The Oakland TV Sponsorship program will be a way to generate some income for some improvements and for capital items. It is a sponsorship program, no call to action there are rules in place. A typical item would be “this program is brought to you by”.

- We have a capital budget request for cameras, accessories and wireless Mics. I have spoken to a couple of vendors and we have narrowed it down to user friendly cameras.
- *Exploring Oakland* Program - Can be history, human interest, whatever is going on in town. We need volunteers.
- Bumpers for Oakland TV – Benjamin Good- On hold as we work out details for the sponsorship program.
- *Oakland Archives* Program, Featuring Converted VHS & DVD Programs - We have many hundreds of tapes and discs over the years. All the items have been converted to digital and we are looking at doing a package of programming to attach sponsorships to. Santa was posted shortly after Christmas this year. Working on the Intro And Jerri will record the voiceover. working on scripts for voice overs.
- We are working on streamlining the procedures in the control booth with bullet points for new volunteers so there is not so much stress or confusion on how to do things.
- We will be doing backup recording for high school school board meetings as we recently had a glitch so going forward we will be backing them up to SD cards just in case.
- Jim has taken 2 companies on a tour for the Senior Center Camera Project. We have 3 bids, We are still waiting on Neil to circle back and come for a tour and put together a price.
- JAG Awards process is coming up. We will be submitting a program for an award.
- Candidates Forum: Looking at the calendar for dates with conflict.
- Need help for coverage on the Exploring Oakland, Easter Egg Hunt in April, the Memorial Day Parade in May, Carnival and the Candidates Forum in September.
- Commissioner Levy stated that maybe we should consider doing the taping earlier and posting earlier so that it coincides with on or before the ballots going out. She would like it to coincide with September when mail in ballots come out. Wendi will check with the Clerk if there are any rules for dates and times for political advertising. A new date may have to be picked due to holidays.
- **Newsletter Committee:** Kerri Sirinides
  - Kerri Sirinides is Chairperson for 2023, Melissa Kiel is the Vice Chairperson
  - Terri Casaleggio resigned from the committee and Kris Pawelko was voted onto the committee.
  - More Volunteers Are Desperately Needed - New Volunteer Interest- OCC Secretary suggested creating an advertisement for the newsletter for volunteer interest. Take advantage of the newsletter access.
  - TV Schedule Can Be Added to the Newsletter Each Month - Wendi will be adding the monthly TV Programing
  - If anyone has any ideas for articles please send information to Commissioner Sirinides, all ideas are welcome. Commissioner Levy Suggested a story on waving man.
- **Bulletin Board Committee:** *Salma Chiu*
  - Commissioner Shamy talked about what the Committee does in that it creates slides for cable TV Bulletin Board for Oakland community events or government notices. Gives people an idea of what's going on in town. We also do music between the scheduling. When looking at slides you can hear music. We want the community to submit original music. Needs to be promoted better.
  - Commissioner Shamy has resigned from her position as chairperson. Commissioner Carrera does not want to be Chairwoman, wants to stay as Vice Chairwoman. Commissioner Shamy will stay on till a new Chairperson is appointed.
    - Commissioner Levy suggested merging Bulletin Board with Website. Further discussion needed.
    - Commissioner Shamy stated that Kris Pawelko has expressed interest in taking over if she is approved to join the Commission.
  - Additional Music Submissions Needed - OCC Secretary stated to send in an advertisement for the newsletter to include.
  - Birthdays, Anniversaries, etc. on Oakland TV Bulletin Board – To Be Announced and Launched Only Once An Additional Member of the Bulletin Board Committee Gets Remote Access/Joins the Committee. Alternate I Carrera still needs remote access. Wendi is working with IT to get everyone access.
- **Welcome, Website & Social Media Committee:**
  - Appointments Update from Committee Meeting
    - Andrea Levy is the Chairwoman and Eric Sheydwasser is the Vice Chairperson
  - Welcome Packet: the bag design status, bag ordering status, the actual creation of the packet, come up with a proposal of how businesses can be added to the bag of goodies with an inclusion fee helping to cover the cost of the bags and the packet itself.
  - Welcome Packet Bag Approved - Wants to partner with the Oakland Chamber of Commerce
  - Website: Discuss tasks for new members to work on.

- Social Media: Restart the effort to do history photos and posts gathered up by the committee, are there any social media platforms we could improve? Anything new we should be on?
- The committee can get and send history photos with blurbs
- Social Media: Discuss with Mike Carelli what the OCC can do to assist him (Wendi will update) Landmark Holiday graphics as discussed with Councilman Van Eck last year. IE: Interest days. Advertise in the newsletter for historic photos and events.
- **Review & Grants Committee: *Ryan Schwertfeger***
  - Letter sent for donation request to Altice & Verizon and waiting on response: (Call and try to set up an appointment?)
    - Up to the Chairman to decide on followup.
  - Chairman would like to schedule a meeting in January/February 2023 with Council Liaison and members of the Review & Grants Committee to discuss how to plan to receive OK from the Recreation Commission and receive donations towards the project.
  - Borough Clerk Carelli is working on a AARP grant for the senior center cameras. Applying in March 2023. Commissioner Barry stated if anyone knows anyone at any of these companies help is welcome to get to the right people. We are working on more quotes for comparison.

## **OLD BUSINESS**

- Welcome Packet Bag Design
  - The bag was approved and monies encumbered.
  - Motion to table: Commissioner Levy, Second: Commissioner Sisti
  - All in Favor: Aye

## **NEW BUSINESS/DISCUSSION ITEMS**

- Commissioner Levy suggested possibly merging the Bulletin Board and Welcome, Website, and Social Media Committees if no chairperson is elected. If we are to merge then the bylaws must be changed. This will take a few meetings. The commissioners agree that this would be the correct pairing if a merge is needed. If no one comes forward to Chair Bulletin Board Committee, then we will start the process of changing the bylaws.
  - Commissioner Shamy asked if the Vice Chair can step in if the Chairperson can not make a meeting. Yes, the Vice Chair would run a meeting if Chairperson can not make it.
- Chairman recapped if there is a merge it will be to Welcome Website. Review again in March if no interest of a chairperson to take over.

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- Motion to open to the public: Commissioner Levy, Second: Commissioner Barry. All in favor: Aye
  - Kris Pawelko of 73 Manito Ave Oakland, NJ 07436 stated that a bag filled with items like recreation programs etc. is very helpful to a new resident
- Motion to close to the public: Commissioner Levy, Second: Commissioner Barry. All in Favor: Aye

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

- Easter Egg Hunt (4/1/23 at 10am)
- Memorial Day Parade (May 28, 2023 at 1pm)
- Carnival 2023 (June 21-24, 2023 6-10, 6-11)
  - No Fireworks this year, Talk with regards to shared tables for OCC and town groups, so there is a presence.
- 2023 Candidates Forum Participation Deadline → August 1, 2023
- Solicitation of Donations for 2024 Oakland TV Sponsorship Program → August 20 - October 20, 2023
  - Working on Application and Advertising
- 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
- 5 Year Plan and 2024 Budget and Capital Request Discussion and Vote → November 1, 2023
- Tree and Menorah Lighting (Dec 3, 2023 5 PM)
- *Missing Events: Veteran Day parade? Halloween Trunk or Treat?*

**MEETING ADJOURNED:**

- Motion to Adjourn: Commissioner Levy, Second: Commissioner Sirinides
  - Adjourned 9:19PM

**THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON  
MONDAY, March 6, 2023 AT 7:30 PM IN COUNCIL CHAMBERS.**

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Commissioner <b>Jim Barry</b>	End of 2024
Commissioner	End of 2022
Commissioner <b>Andrea Levy</b>	End of 2022
Commissioner <b>Kerri Sirinides</b>	End of 2022
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 2022
Alternate Commissioner 2: <b>Salma Shamy</b>	End of 2023
Junior Member: <b>Benjamin Good</b>	End of 2022