



Oakland Communications

Chairman: Ryan Schwertfeger

Vice Chairwoman: Elizabeth Llorente

Secretary: Wendi Seelin

Commissioners: Jim Barry, Michael Gambatese,
Andrea Levy, Alex McVeigh, William Sisti

Alternates: Patricia Carrera, Salma Chiu

Council Liaison: John McCann

Junior Member: Benjamin Good

Oakland Communications Commission Minutes: 9/7/2022

MEETING CALLED TO ORDER:

7:30pm called to order

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: Elizabeth Llorente, James Barry, Alex McVeigh, Salma Shamy, Benjamin Good

CHAIRMAN'S REPORT

- Welcome to new OCC Secretary, Wendi Seelin
 - Commissioner Schwertfeger gave a warm welcome to Wendi Seelin the new OCC Secretary
- Mayor & Council Meeting Conversions (from DVD to digital file) is still ongoing
 - Approximately 100-150 more DVDs to convert. Google drive is filling up.
- Will Create an Email Address for Each Committee - Television and Newsletter Committee have one, create one for Bulletin Board and Welcome/Website/Social Media
 - Personal email addresses should not have to be used for correspondence for OCC committees to communicate with the public. There are separate emails to use when working on behalf of committees. Communications must be kept and archived. The TV Committee and Newsletter Committee have emails in place. The Welcome, Website and Social Media & Bulletin Board Committees will get emails set up to use. Chairs and Vice Chairs will also have access to email accounts.
 - Vice Chairwoman Liz Llorente resigned from the OCC and as head of the Newsletter Committee. Newsletter Committee Vice Chairwoman Terri Casaleggio took a leave of absence, but wishes to stay on as Vice Chairwoman of the newsletter committee. A Zoom Meeting was held on 9/6/22, with Kerri Sirinides becoming approved as Chairwoman of the Newsletter Committee.
 - We need a Vice Chairperson for the OCC since Liz Llorente has resigned. Chairman Schwertfeger opened the floor for nominations. None made. Chairman Schwertfeger motioned to nominate Mike Gambatese, with Andrea Levy Seconded, All present in Favor: AYES: Chairman Schwertfeger, Commissioner Michael Gambatese, Commissioner Andrea Levy, Commissioner William Sisti, Alt I Patricia Carrera. Approved.

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: Commissioner Andrea Levy Second: Commissioner William Sisti: All in Favor: Aye
No one wished to speak
Motion to close: Commissioner Andrea Levy, Second Alt I Patricia Carrera, All in favor: Aye

APPROVAL OF MINUTES

- *November 2021 - No minutes created yet*
- *January 2022 - No minutes created yet*
- *May 2022 - No minutes created yet*
- July 2022 Meeting Minutes
 - Request for Discussion on minutes from July 11, 2022. No discussion needed/no opposition
 - Motion to approve : Commissioner Andrea Levy, Second: Alt I Patricia Carerra
 - All in favor of Approval: Aye

THE BOROUGH REPORT

BOROUGH ADMINISTRATOR DESIGNEE, OCC SECRETARY & BOROUGH COUNCIL LIAISON

- Potential Altice Donation Towards Senior Center Camera Project Update - Michael Carelli
 - Welcome to Michael Carelli now as the Borough Clerk
 - Approaching Verizon and Altice for funding to complete the project. Letter has been created to send to Altice and Verizon Fios. Original letter did not specify the amount, but Mr. Kunze pointed out to Borough Clerk Michael Carrelli that we should ask for a specific amount. Borough Clerk Michael Carelli stated the commission needs to come up with a number for a request.
 - Councilman McCann said, we should ask for more than we need and then negotiate. Councilman McCann suggested looking into when the last donation was and using it in a letter. Councilman McCann stated franchise fees are trending downward. Councilman McCann stated the letter should include the needs and to ask for Community development and support. Councilman McCann offered to help write the letter.
 - Commissioner Levy asked if the old quote from last year is accurate, Chairman Schwertfeger has asked the Control engineer to update the amount needed. After discussion, the board decided to ask for \$65,000 per entity as the request. Commissioner Levy asked are there other providers to look at like Direct TV? Mr. McCann suggested knowing what they are paying to Borough for the contract now compared to before use as a bargaining chip.
 - All members approve of asking each entity for \$65,000. Councilman McCann stated that we should ask for a meeting with the companies to discuss and negotiate. Councilman McCann offered to be a part of negotiations.
- Senior Center Camera Project Grant Application Results – Michael Carelli
 - An application for a grant from Bergen County Community Development for a new camera was denied.
- VHS to Digital File Conversation Phase II Update - Michael Carelli & Wendi Seelin
 - Special meeting conversions to be done next, started with the archiving of council meetings. Wendi and Michael will get updated quotes to compare for budget. Will proceed with this just a matter of cost, would like to get it done by the end of September. Last time the quote was approximately \$2,500.00. Check on the budget and make adjustments to how many getting done. Needs amount to include in the Budget. Please send it to Ryan by the end of the month - Sept 30, 2022.
- Television & Newsletter Committee Members ID Project - Wendi Seelin
 - Contact Wendi to get a badge made. You will need to stop in Borough hall to get a picture taken and provide height, date of hire, color of hair and eyes. If all come in before the next meeting, I can have them ready for the November 7, 2022 meeting for distribution. Only resident-facing persons need a badge. Tv Committee and Newsletter Committee.
- Fiber Loop Completion Update - Michael Carelli & Council Liaison
 - Mr. Carelli stated they are proceeding to connect all the buildings. There was a problem with fios and they are fixing and working it out. Should be completed by the end of year.
- Oakland TV Sponsorship Program Update - Council Liaison McCann
 - Councilman McCann stated that a discussion on Oakland TV Sponsorship is scheduled at the work session at the next Mayor and Council Meeting on September 14, 2022. Councilman McCann highly recommended to the commissioners to attend the next meeting to discuss with council what they are looking to do. Borough Clerk Michael Carelli stated that fees will be discussed as part of other fees up for discussion. Borough Clerk Michael Carelli also stated that the Mayor and Council had previously approved the program and they are looking at the fees. Commissioner Ryan Schwertfeger stated that OCC is looking for revenue to not have to ask for money from the town. Borough Clerk Carelli stated that recreation is running a sponsorship program and they have

received a great response.

COMMITTEE REPORTS

- **Television Committee:** *Jim Barry/Committee Vice Chair Dave Stellenwerf did report*
 - Learning from difficulties, more diligent attention to the procedures and refining the checklist
 - Budget request for new camera and wireless mics.
 - Commissioner Jim Barry is working on the cost for Chairman Ryan Schwertfeger to put the budget together. Chairman is waiting on his want list and will put the budget together to be voted on at the next OCC meeting.
 - Planning to Hold a Class or Classes on Adobe Premiere and Final Cut Pro to increase knowledge amongst volunteers about video editing. Anyone on Commission interested in attending and taking part? Debating if it will be a full day class (on a weekend) or a few classes over a period of time (i.e. every Thursday from 7-9pm for 5 weeks)
 - Committee is putting together a program for training for video and editing. User licenses can be expensive. Would like to revive working with the Library and Peter Havel for training on Library computers. Kevin Slasinski is liaison to the library. Chairman Schwertfeger would like to reignite this project and get it up and running. The courses were to be paid out of Budget.
 - Commissioner Levy asked if the Sports Association of Oakland is doing classes? Could be a great addition for the town. OCC TV Committee Vice Chairman Dave Stellenwerf stated they would also like to do a video editing class. Need to re-engage with the Library Council Liaison Kevin Slasinski to have a meeting to discuss the vision of the Library being involved. Chairman Schwertfeger stated linkedin offers classes online. Software is the cost associated with the Library, they would need to budget. Borough Clerk Michael Carelli confirmed that currently there are 2 users Licensed to use the program
 - Candidate's Forum
 - The candidates have signed up for candidate interviews on 9/18/22 for a 6 minute long campaign statement. Once done they will be published to the public outlets.
 - Memorial Day Parade Editing Progress
 - In Progress
 - *Exploring Oakland* Program Update – Benjamin Good
 - Ben not present to report
 - Bumpers for Oakland TV – Benjamin Good
 - Ben not present to report
 - Work on Intro to *Oakland Archives* Program, Featuring Converted Programs - Benjamin Good
 - Ben not present to report
 - 2 new volunteers from Indian Hills High School have joined the TV Group. We look forward to the ideas they have to bring to the committee.
 - The Television Committee attended the Mayor and Council meetings for PFOS and the Planning Board affordable housing meeting. TV Committee Vice Chairman Dave Stellenwerf states it's great to see people come out and attend the meetings. Borough Clerk Michael Carelli asked: Does the committee plan on recording the Planning board meeting 9/8/22, Chairman Schwertfeger stated the committee was not contacted about it, Jim did not receive anything. Dave will see if they can get anyone to go and record it or just a youtube live stream. Commissioner Stellenwerf will follow up. More notice is needed to get staffing. TV Committee Jim Barry is trying to find someone.
- **Newsletter Committee:** *Elizabeth Llorente*
 - Add Additional Subscribers to Borough Newsletter via Community Pass Mailing List - Michael Carelli Update No Discussion
 - Deputy Borough Clerk Now Assisting with Newsletter
 - Wendi works on Newsletter adding content from the different Borough Departments
 - More Volunteers Are Desperately Needed - New Volunteer Interest
 - Personal Announcement- Ms. Llorente has sent in her resignation and will help but does not have time to continue on the Commission or to head the Newsletter Committee.
 - Kerri Sirinides has joined the newsletter committee with Melissa Kiel. Terry remains on committee but needs time off for personal reasons. Terri will stay as Vice Chairwoman of the Committee. Kerri Sirinides was appointed Chairwoman of the Newsletter committee-Kerri Sirindes lives in Oakland for the past 13 years and is excited to be a part of the OCC. On 9/7/22 a meeting was held with Borough Clerk Michael Carelli, Secretary Wendi Seelin, Chairman Ryan Schwertfeger, Newsletter Chairwoman Liz Llorente, Vice Chairwoman Terri Caseleggio, Kerri

Sirinides and Melissa Kiel to review duties. Kerri may have someone else to join the committee. Needs to get access to appropriate files. Commissioner Andrea Levy asked if she could send leads for stories, Kerri confirmed that would be okay.

Bulletin Board Committee: *Salma Chiu*

- Salma Chiu Not present
- Additional Music Submissions Needed-
 - Still seeking additional Music
- 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
 - Still seeking additional members for the Bulletin Board Committee
- Look into another member. Looking to have 3 people
 - Patricia Carrera has requested to be retrained on the process.

● **Welcome, Website & Social Media Committee: *Mike Gambatese***

- Borough History and Oakland Hometown Heroes - Who Can Help Do Research and Craft Some Posts?
 - Commissioner Gambatese discussed this as an original idea of Councilman Van Eck to honor veterans in town. Commissioner Gambatese will run ideas past Commissioner Andrea Levy and Commissioner Emily Kern. They will be looking to get it up in the next couple of weeks. Working with Commissioner Levy and Commissioner Kern to come up with a graphic.
 - Welcome Packet - Committee will meet shortly to designate a Chair and Vice Chair of a subcommittee to come up with a direction for the packet by September (if costs are involved, Chairman Schwertfeger needs to know in September so it can be budgeted), a proposal to the Committee by October, and a presentation to the Commission at the November meeting.

Mike Gambatese stated they are working on having updates for the November meeting.

Commissioner Levy and Alt I Carrera will help Chairman Gambatese. The committee met in August. They believe delivery would be 95% digital, but do want a hard copy version for the digitally challenged. Working on a budget for a print version for digitally challenged. How can they get a record of new homeowners? Commissioner Levy suggested the water department. Might need to amend the form to get the data they need. Chairman asked if CCO is required for a move in from the town? Borough Clerk Michael Carelli will update where to get information from.

Discussion on digital coupons. Can they use digital coupons? Should there be a fee for revenue?

Approximately 200 homes sell per year, Collect items to put in the bag to welcome new residents, and sell sponsorship to businesses. Possible items to use are OCC Bag, folder with flyers. The Oakland Newcomers club does welcome items. Goal is to have community involvement. Discuss at the next Welcome Website & Social Media Committee Meeting. Chairman suggested reaching out to other towns on how they do it. Andrea discussed collaborating with the Newcomers club on this project. Patricia stated this is all about building community.
- Two new volunteers
 - Eric Sheydwasser for the website and social media, Emily Kern for pictures. They will help with the Welcome Packet and with the Borough website.
 - Commissioner Andrea Levy was approved by membership to join the Welcome, Website & Social Media committee.
- Budget:
 - Constant Contact and Postage Budget needs to be in by the third Monday in September. Chairman Schwertfeger meets with CFO, BA and Clerk to review the budget after OCC approves. Please submit by September 19, 2022.

● **Review & Grants Committee: *Ryan Schwertfeger***

- Update: Borough Attorney is handling. Received legal threat on *Board Buzz* program, Borough is handling the matter on our behalf. No new news for about a month and a half.
 - Chairman Schwertfeger did discuss it with the Borough Attorney and was told that the Borough was handling it.
- Schedule a time for the committee members plus Commissioner Levy and Councilman McCann to meet in September as we discuss a plan to fund both Senior Center and Recreation camera projects and get them approved
 - Will meet after the letters are sent to Altice and Verizon, requesting funds to expand horizons for equipment.
 - Potential donation interest towards Senior Center Camera Project from resident Seeking guidance on how to go about donation-
 - Councilman McCann suggested a personal visit with a door knock by Chairman Schwertfeger to

introduce yourself or to meet the individual for coffee and close the deal. Letter for Altice and Verizon should we be asking for a larger project. Commissioner Levy stated they should want to work with us. No meeting should be scheduled until a specific purpose and plan is thought out.

OLD BUSINESS

- Promotional/Identifier Items Discussion
 - Status Update? Narrowed down options at last meeting to explore buying OCC mugs (with handle), tote bag, and/or reusable water bottle. Review quotes?
 - Chairman asked if anyone looked at other options or are we doing from mugs? Commissioner Levy suggested we table the discussion for the next meeting. Motion: Commissioner Andrea Levy, Second: Alt I Patricia Carrera. All in favor: aye Next meeting untable Mugs discussion

NEW BUSINESS/DISCUSSION ITEMS

- Approve 2023 Meeting Schedule
 - Proposed meeting dates of 2023: January 23 (allows time for Borough Council to meet and approve returning Commission members), March 6, May 1, July 10, September 6, November 1
 - Motion- Commissioner Mike Gambatese, Second- Commissioner Andrea Levy, 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.

No one Present. Open motion Commissioner Mike Gambatese, Second: Commissioner Andrea Levy, no one present. Motion to Close: Commissioner Andrea Levy, Second: Alt I Patricia Carrera

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- Choptoberfest - September 11, 2022
 - Chairman Ryan Schertfeger is attending and is recommending the committee leaders attend the event. Commissioner Jim Barry and Commissioner Bill Sisti will be attending.
- Candidate's Forum Recording - September 18, 2022
 - Recordings will be done in council chambers. They will be recorded, edited and shown on Oakland TV.
- Committee Proposed Budgets due to Chairman Schwertfeger - **September 19, 2022**
 - Please send in your budgets. Chairman Schwertfeger needs your budget by September 19, 2022.
- Trunk or Treat - October 29, 2022 10:00 AM
 - Looking for volunteers to attend the event.
- Holiday Lighting Ceremony - December 4, 2022, 5 PM, Veterans Park
 - The OCC will record the event and meet residents to try and recruit help for OCC Committees

MEETING ADJOURNED:

Motion to Adjourn: Commissioner Andrea Levy, Second: Commissioner Michael Gambatese, All in Favor: Aye,

Meeting closed at 8:55 PM.

THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON MONDAY, NOVEMBER 7, 2022 AT 7:30 PM IN COUNCIL CHAMBERS.

Commissioner Jim Barry	End of 2024
Commissioner Michael Gambatese	End of 2022
Commissioner Andrea Levy	End of 2022
Commissioner Liz Llorente	End of 2022

Commissioner Alex McVeigh	End of 2023
Commissioner Ryan Schwertfeger	End of 2023
Commissioner William Sisti	End of 2024
Alternate Commissioner 1: Patricia Carrera	End of 2022
Alternate Commissioner 2: Salma Shamy	End of 2023
Junior Member: Benjamin Good	End of 2022