

Oakland Communications Commission
Meeting Minutes
January 21, 2015

1. Roll Call at 7:03 – Absent Commissioner Barry.
2. Flag salute.
3. Moment of silence.
4. Open Public Meetings act: “This meeting is being held in accordance with the Open Public Meetings act, duly announced and posted in the Municipal Building and on Oakland TV.”
5. Review and acceptance of minutes from December 17, 2014 – Birks/Contrini, all in favor, no opposition.
6. Time open for public comments. Contrini/Coppa – all in favor, no opposition. Present were Borough Administrator Richard Kunze, Roy Bauberger and Jane Madden from Office of Emergency Management, and Bob Knapp and Curtis LeRoy from Oakland Fire Department.

R. Kunze –Borough has identified need to redo website – anticipated to be done this year. Will solicit proposals from vendors specializing in government websites and evaluating and making a determination. Would like to work with OCC regarding rollout and what should be included on the site. Plan on establishing an official Facebook page for the borough, both for emergency and non-emergency notifications. Will need help developing and determining standards for posting, and governing the use of borough site. Swift Reach is currently used for reverse 911, but has some limitations and is cumbersome.

R. Bauberger is putting together a training for the new update for Swift Reach, and borough is looking for text and email notification as well. Would like to develop eblast using program like constant contact, etc. because while Swift Reach works, its cumbersome.

Per F. Birks, Bulletin Board is not easy to use as a supplement because of formatting issues.

R. Kunze - Facebook is an improvement over the other mediums for disseminating information, and is now expected by residents. Process of educating public so that they now how and where to get all information, and that’s something that OCC can assist with.

R. Bauberger – Information should not be redundant - even if correct – because future alerts may be ignored. Other municipalities have emergency Facebook postings handled by a police officer.

R. Kunze - Most organizations to be brought under umbrella of new Oakland site – such as flood commission, etc. Recreation and OFD may stay independent, but all open for discussion. Will be meeting with vendors in the spring and will invite OCC to participate.

E. Kulmala – Would like to develop policy first and then start to identify tasks to prioritize. Establishing Facebook pages is easy – the policies are the hard part. Plan is to present to council in March. K. Thurston to look at Facebook pages from other local towns for ideas regarding formatting etc. P. Tuohy to consult with other municipalities regarding e-blast platforms.

General discussion about Twitter being used as to supplement Facebook notifications as it is quick and prevalent. In order to go this route, a borough account would need to be established so that residents know the information is legitimate.

General discussion regarding archiving council meetings online and allow public to view. Discussion about various services, however cost is an issue. R. Kunze asked OCC to review – and whether youtube or another site can be used to distribute at no cost. F. Birks will inquire.

OCC appreciates guidance from R. Kunze.

Back to regular – close to public Birks/Thurston. All in favor.

7. Committee / Liaison reports.

- a. Chairman's report: Foley – As we begin a new year, we have a full commission. OCC has specific and exciting goals to accomplish this year.
- b. CrossRoads: Tuohy – Hopes to have CrossRoads to go digital, in pdf format, via new borough website in the future. CrossRoads would continue to be in print until the website is up and running. Requests for submissions and content are going out to the borough departments. Discussion about going to Board of Education for submissions. Plan is to have 3 editions, April, June and October and quotes have been obtained from several printers.
- c. Television: Birks – New software is needed to convert DVDs and the request will go into the budget for this fiscal year.
- d. Website: Foley - Borough will be launching a new website in the future. As part of this initiative, a Facebook site will be created and a subcommittee may be formed.
- e. Bulletin Board: Birks – All is working fine.
- f. M&C Liaison: Kulmala.

8. Old Business.

- a. TV Bus – hoping to paint via county program to keep cost minimal.
- b. Social media- Thurston looked at other towns Facebook pages and wants to keep it controlled and only allow comments which can be deleted.

9. New Business.

- a. Meeting schedule for 2015 – 1/21, 2/18, 3/18, 4/15, 5/20, 6/17, 7/15, 8/19, 9/16, 10/21, 11/18, 12/16.
- b. Officers for 2015.
 - i. Chairman - Birks nominated Foley, all in favor.
 - ii. Vice-Chairman - Foley nominated Birks, all in favor.
 - iii. Secretary – Foley nominated Coppa. All in favor.
- c. Liaisons.
 - i. TV – Foley nominated Birks, all in favor.
 - ii. Web – Contrini volunteered, all in favor.
 - iii. Bulletin Board - Birks nominated Barry, all in favor.
 - iv. Crossroads- Foley nominated Tuohy, all in favor.
- d. Bylaws update –Does OCC need to updated its bylaws in light of social media? Mayor and council approved current bylaws, issue will be considered.
- e. Upcoming TV shoots – nothing pending until Easter egg hunt. Thurston will reach out to girl scouts to see if there are any events. General discussion about televising Oakland recreation sports finals and filming school concerts
- f. Mission.

10. Adjourned at 9:07 – Birks/Contrini, all approve.

Upcoming Meetings: 2/18

Member Term Exp.

Birks – 12/15 Coppa – 12/17

Tuohy– 12/16 Contrini – 12/16
Foley – 12/17 Thurston – 12/17 Barry – 12/15