



Oakland Communications

Chairman: Ryan Schwertfeger
Vice Chairman: Elizabeth Llorente
Secretary: Michael Carelli, Deputy Clerk/
Assistant to the Administrator
Commissioners: Jim Barry, Alex McVeigh,
Andrea Levy
Alternates: Patricia Carrera, Salma Shamy,
Council Liaison: Councilman Grant Van Eck

Oakland Communications Commission Minutes: 1/6/2020

MEETING CALLED TO ORDER: 7:31 P.M.

ROLL CALL

ALL COMMISSIONERS PRESENT UNLESS NAME LISTED BELOW. IF LATE, WHAT TIME ARRIVED.

Roll Call:

	Present	Absent	Abstain
Schwertfeger	X		
Llorente	X		
Barry	X		
McVeigh	X		
Carrera	X		
Shamy	X		
Levy		X	
Council Liaison		X	

Motion to Excuse Andrea Levy: Jim Barry Second: Alex McVeigh All in Favor: YES

	Motion	Second	Aye	Nay	Abstain
Schwertfeger			X		
Llorente			X		
Barry	X		X		
McVeigh		X	X		
Carrera			X		
Shamy			X		
Levy					

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.

CHAIRMAN'S REPORT

- Reminder to each Committee – must hold a meeting in January to select Chair and Vice Chair
 - Ryan reminded each Committee to hold a reorganization meeting to start 2020. The Bulletin Board Committee and TV Committee held a reorganization meeting on January 6, 2020.
- Recap of OCC Budget Meeting
 - Ryan stated that the OCC did not get an increase in the budget this year but got the same amount that was in 2019. Ryan stated that a Control Room Upgrade is higher for 2020 than it was last year. Ryan stated that the Borough Administrator was not in favor of other promotional items or the proposed teleprompter system. Ryan stated that the Borough Administrator was OK with the Borough & OCC purchasing the Adobe Creative Cloud for 2020.
- Volunteers Needed
 - As always, volunteers are needed for the OCC and TV Committee.
- Appoint Liaisons to each Committee
 - Ryan nominates Jim for TV Committee
 - Ryan nominates Salma Shamy for Bulletin Board Committee Liaison
 - Ryan nominates Liz as the Newsletter Liaison
 - Ryan nominates Alex McVeigh as the Web Committee Liaison
 - Ryan nominates Liz and Alex for Review Committee
- Select Chairperson, Vice-Chairperson, and Secretary for OCC for 2020
Nomination for Chair of OCC:
 - Jim Barry nominates Ryan Schwertfeger as Chair for 2020:

	Motion	Second	Aye	Nay	Abstain
Schwertfeger			X		
Llorente		X	X		
Barry	X		X		
McVeigh			X		
Carrera			X		
Shamy			X		
Levy					

Nomination for Vice Chair of OCC:

- Jim Barry nominates Liz Llorente as Vice Chair of OCC:

	Motion	Second	Aye	Nay	Abstain
Schwertfeger		X	X		
Llorente			X		
Barry	X		X		
McVeigh			X		
Carrera			X		
Shamy			X		
Levy					

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.

Public was present but none wish to spoke.

Motion to Open:

	Motion	Second	Aye	Nay	Abstain
Schwertfeger	X		X		
Llorente			X		
Barry		X	X		
McVeigh			X		
Carrera			X		
Shamy			X		
Levy					

Motion to Close:

	Motion	Second	Aye	Nay	Abstain
Schwertfeger	X		X		
Llorente			X		
Barry		X	X		
McVeigh			X		
Carrera			X		
Shamy			X		
Levy					

APPROVAL OF MINUTES

- November 4, 2019 Minutes Approval

	Motion	Second	Aye	Nay	Abstain
Schwertfeger			X		
Llorente			X		
Barry					X
McVeigh		X	X		
Carrera			X		
Shamy	X		X		

Levy					
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BOROUGH REPORT – BOROUGH ADMINISTRATOR ASSISTANT & COUNCIL LIAISON

- **Borough Calendar Update**
 - Michael Carelli stated that Oakland residents should have received the Oakland Calendar in the mail by now. Michael stated that everyone seems to be happy with it and thanks the sponsors for ensuring that the calendar is taxpayer free. Michael stated that extra copies are available in the Borough Hall Clerk's Office for pickup. Various Commissioners praised the new Borough Calendar and said it was a fantastic addition and very useful.
- **Council Liaison**
 - Michael stated that the new OCC Council Liaison will be assigned at the January 8, 2020 Mayor and Council Meeting. The Commission will be notified of the new Liaison from the Borough Clerk.
- **Corporation for Public Broadcasting Grant – OCC Control Room Upgrade**
 - Michael stated that the Borough of Oakland applied for a concept form for a grant with the Federal Government. Michael stated that the grant was with the Corporation for Public Broadcasting and was for a control room upgrade. Michael stated that him and Ryan worked on the form and submitted it in late December. Michael stated that the Borough heard back that they were ineligible for the grant and the grant was for programming and content purposes only, not equipment. Michael stated that he will keep a look out for future grants.
- **Capital Expenditures Update**
 - Ryan and Fred Birks are doing research into different possible vendors and setups so that the Borough has a rough idea of what the Commission is looking for. Ryan stated that the Borough seems receptive to appropriating funds this year to do the upgrade.

COMMITTEE REPORTS

- **TV Committee:** *Jim Barry*
 - Jim thanked the TV Committee volunteers. Jim stated that the Committee is encouraging other organizations to promote their events with our equipment. Jim stated that when the new Council Liaison comes, he would like them to reach out to Cablevision and pressure them to allow our station to broadcast in HD, or at least a better quality than it is now. Verizon has said they will broadcast in 720p.
- **Bulletin Board Committee:** *Ryan Schwertfeger*
 - Ryan stated that Salma drafted a letter to submit to the Borough Administrator to express the OCC's displeasure that the remote access is taking so long to complete.
- **Newsletter Committee:** *Elizabeth Llorente*
 - Newsletter Content Rules - People submitting content for newsletter aren't following the guidelines set. Should OCC pass guidelines or let Newsletter Committee more heavily enforce their rules? Liz and Michael agreed that another email to the committees would suffice in reminding them of the rules of the Borough Newsletter.
 - Liz stated that she is open to all ideas and events for 2020. Ryan suggested to interview the softball coach at Indian Hills High School.
 -
- **Website/Social Media Committee:** *Alex McVeigh*
 - No Report

- **Review Committee:** *Ryan Schwertfeger*

- Review Committee to give their report, discussion, vote on what to do.
 - Commissioner Alex McVeigh stated that the Review Committee felt that a third party should host the Candidates Forum. Jim stated who should the 3rd party be? Liz stated that in her experience, a journalist hosts Candidates Forum's. Jim suggested who would run the event itself? Ryan stated there was a constant back and forth and the one candidates team felt slighted and felt that the OCC was being bias. Liz stated that giving the teams advanced notice should be fine. Ryan stated that the OCC asked the teams for dates in September, a month ahead of the forum. Liz stated that the OCC should have an agreement. Ryan stated that in the future, when someone picks up their candidate's packet in the future, they will see the updated guidelines. Alex stated that he feels he doesn't see a reason as to why the TV Committee can't operate the forum. Ryan stated that Oakland TV hosts the official forum. There is a separate part of the by-laws that states if you want to make your own program per the rules, which may be submitted to the OCC to be aired on TV. The individual campaign political programming is 30-minute limit on TV. Ryan stated that one of the teams did not understand the rules which arose this issue. Patricia stated that the suggestion was to not have any politics involved. Alex stated that the Borough should not be involved in politics. Alex stated that the suggestion is to remove the additional political programming, and only have the official candidate's forum. Bill Sisti, a member of the public, stated why can't the campaigns submit a video from home or another location instead of organizing a whole event. He suggests a 7-minute video per candidate. Ryan suggests we set a date in which a video can be submitted by. Salma raised the concern on how we choose what video is aired first. Ryan suggested a coin flip to keep it fair. Ryan stated that the Borough can not get political in social media posts but can state that the candidate's forum is available for viewing. Ryan asked how to proceed. Alex suggests rewriting the by-laws. Ryan suggests the new deadline for submitting content to be aired as Labor Day by noon. Ryan stated that the campaigns must notify the OCC of which of the two dates they are attending to be recorded.
 - Roll Call in favor of allowing candidates to submit a video created by themselves per the official guidelines of the OCC as opposed to a video edited by the OCC:

	Motion	Second	Aye	Nay	Abstain
Schwertfeger				X	
Llorente			X		
Barry			X		
McVeigh				X	
Carrera			X		
Shamy			X		
Levy					

- Motion passes 4-2.
- Jim stated that if someone were to submit a video themselves, they would need to adhere to the same type of guidelines a candidate having OTC recording it would have to. Video would also need to be in the format acceptable to the OCC equipment. Jim stated he will provide parameters to Alex and Liz from the TV technical side. Alex and Liz will then work with Michael to create a draft of the bylaws section for review at the March OCC Meeting reflecting the opinions and vote of the OCC at tonight's meeting.

OLD BUSINESS

- Old Business:

NEW BUSINESS/DISCUSSION ITEMS

- Remote Access Update - New Business - review letter drafted by Salma to express our desire to have this change made sooner than later for both BB and TV Committee.
 - The Bulletin Board Committee and TV Committee prepared and approved a letter drafted by Salma Shamy regarding remote access in their respective meetings earlier that night and wanted the OCC to review and approve the letter as well. If approved, Salma will add those who said “yes” from each committee and the commission to the letter and will give Ryan to give to the Borough Administrator.
- Ryan calls a vote to approve letter from OCC to Borough Administrator:

Motion to Approve:

	Motion	Second	Aye	Nay	Abstain
Schwertfeger			X		
Llorente			X		
Barry	X		X		
McVeigh			X		
Carrera		X	X		
Shamy			X		
Levy					

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- Ryan stated that he is unaware of any public events until March 2, 2020.

Motion to Adjourn:

	Motion	Second	Aye	Nay	Abstain
Schwertfeger			X		
Llorente			X		
Barry	X		X		
McVeigh			X		
Carrera			X		
Shamy		X	X		
Levy					

MEETING ADJOURNED: 8:48 p.m.

THE NEXT MEETING WILL BE HELD ON *March 2, 2020 AT Borough Council Chambers, 10 Lawlor Drive, Oakland, NJ 07436.*

Commissioner Jim Barry	End of 2021
Commissioner Liz Llorente	End of 2019
Commissioner Alex McVeigh	End of 2020
Commissioner Ryan Schwertfeger	End of 2020
Commissioner Andrea Levy	End of 2019
Commissioner --	End of
Alternate Commissioner 1: Patricia Carrera	End of 2019
Alternate Commissioner 2: Salma Chiu	End of 2020
Junior Member	End of 2019