



Oakland Communications

Chairman: Ryan Schwertfeger

Vice Chairman: Elizabeth Llorente

Secretary: Michael Carelli

Commissioners: Jim Barry, Andrea Levy, Alex McVeigh

Alternates: Patricia Carrera, Salma Shamy

Council Liaison: Grant Van Eck

Junior Member: Benjamin Good

Oakland Communications Commission Minutes: 1/19/2021

VIRTUAL MEETING CALLED TO ORDER: 7:30 P.M.

Ryan Schwertfeger, Elizabeth Llorente, Jim Barry, Andrea Levy, Salma Shamy, Patricia Carrera, Junior Member Benjamin Good, and Borough Administrator Designee Michael Carelli.
Borough Council Liaison Grant Van Eck and Alex McVeigh absent upon roll call.

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 CHAIR AND VICE CHAIR

Ryan Schwertfeger asked if there is a motion on the floor for the nomination of Chairman. Elizabeth Llorente nominated Ryan Schwertfeger as Chairman for 2021. Seconded by Andrea Levy. The motion carried in a unanimous vote.

Chairman Ryan Schwertfeger asked for nominations for Vice Chairman. Jim Barry nominated Elizabeth Llorente for Vice Chairwoman for 2021. Seconded by Andrea Levy. The motion carried in a unanimous vote.

Chairman Schwertfeger tabled the Secretary vote as the Commission is likely receiving a paid Secretary upon passage of the 2021 Borough Budget.

CHAIRMAN'S REPORT

- New Volunteers and Two Commission Members Are Still Needed. Have had a few interested new volunteers over the last few months.
 - Chairman Schwertfeger stated that there are still two Commission slots open and those that are interested can contact him at occ@oakland-nj.org for more information.
- Control Room Update to come, thank you to all involved as we are on pace to finish on time and on budget.
 - Control Room Engineer to provide an update to the Commission on the Control Room Upgrade progress.
- Remote Access Update – Hoping to move on soon to give access to the Library and Senior Center. Recreation not interested.
 - Chairman Schwertfeger stated that we are still waiting on certain individuals to gain remote access to the bulletin board software. Patricia Carrera, Salma Shamy, Michael Carelli, and Jim Barry are all having technical difficulties with the remote access software when trying to login. All of them have been going back and forth with Police Department IT Manager Vincent Dies to no avail.

- Salma Shamy added that she spent multiple hours on the phone with Mr. Dies and still could not find a solution to the issue. Salma sought suggestions on how to move this forward. Salma then added that perhaps it might be a good idea to get all of the individuals seeking remote access on a singular Zoom call with Mr. Dies and we can all work through the issues together once and for all. Chairman Schwertfeger agreed that is a great idea.
- Andrea Levy asked if she could have remote access as she wishes to join the Bulletin Board Committee. Chairman Schwertfeger added that Andrea needs to meet with him and Salma for a tutorial on the software and then she can go through the process for remote access authorization by the Borough.
- Reminder that all committees need to meet this month and select their Chair and Vice Chair
 - Chairman Schwertfeger reminded all Committee Chairs that they need to hold their reorganization meeting preferably by the end of January, but if not feasible, by no later than mid-February. A Chair and Vice-Chair must be elected by each Committee for 2021 to be added to the Police Department's contact list for entry into the building.
- January 2021 meeting date change explanation – should be corrected in advance of January 2022 meeting
 - Chairman Schwertfeger explained that the OCC meeting was moved because certain Commissioners were not officially approved by the Borough Council yet for 2021, so the OCC would not be able to have a quorum nor hold a fair election for Chair and Vice Chair if some members were not appointed yet. Therefore, the meeting was moved to tonight, 1/19. Chairman Schwertfeger asked to be reminded of this when crafting the 2022 meeting schedule to avoid the same problem.
- Fiber Loop to Senior Center and Recreation Fields Update
 - Chairman Schwertfeger is gauging interest with Recreation Commission currently on this topic as he recently received word that the loop should be completed this spring. The Commission had voted for the past several budgets to express interest in moving forward with the idea to use the fiber loop and install cameras at the Recreation Fields and Oakland Senior Center. This would allow for the OCC to record games and events while sitting in the Control Room.
 - Once the loop is completed and if Recreation is interested, Schwertfeger will schedule an informational meeting with Vincent Dies and others about the project at some point this spring.
 - Jim Barry asked when this project would be complete. Chairman Schwertfeger stated that the loop should be done this spring, but a plan to build and funding to pay for it would still need to be looked into.
- Budget Meeting Recap
 - Request for Secretary "approved" as it will be added to the Borough's 2021 Budget Proposal. Hope to have a Secretary in time for May's OCC meeting. Will need temporary secretaries in the meanwhile. Money to pay for Secretary comes from the Borough and not the Commission per the Borough Administrator.
 - Chairman Schwertfeger explained that during the budget meeting with the Borough Administrator and the CFO back in December 2020, the Borough Administrator approved the line for a paid Secretary for the Commission. The rate would be \$100 a meeting, therefore, \$600 annually. The Secretary would not be paid out of the OCC budget. The OCC will need to have a volunteer complete the January and March minutes with the plan that by May, we should have a paid Secretary. The Secretary will be sought internally by the Borough, but if no one is interested, it will then be publicized to the public.
 - Tentative Committee Budgets:
 - Chairman Ryan Schwertfeger explained that the OCC budget has slightly increased from 2020. The total budget increase was \$600 over 2020's budget.
 - Newsletter Committee budget remains flat at \$700.
 - Contracted Services, used to pay Greg Prairie for Control Room Engineer, is \$4,000, slightly higher than his contract in case there is a need for additional services or a request for a raise.
 - Professional Development is \$600 which will be used for volunteer training, stemming from the new Control Room Upgrade.
 - Memberships is \$250 for the Borough's membership to Jersey Access Group.
 - Website and Social Media budget remains \$0 as the request from the Commission to purchase an online, live streaming plan for Oakland TV was denied.

- The Bulletin Board line remains \$1,300.
- Support Services, which goes towards Commission wide initiatives and expenditures, is \$750.
- Miscellaneous is \$1,000.
 - Alternate Commissioner Salma Shamy asked what is paid for out of the Bulletin Board Committee budget that costs \$1,300.00. Chairman Schwertfeger explained that virtually the entire budget covers the cost of the software for the bulletin board which costs \$1,295.00 annually, leaving only \$5 leftover.
- Conversion of VHS recordings approved but will be completed over 3 years. 2021 will focus on converting special programs with 2022 and 2023 focusing on the conversion of old council meetings. The first year, 2021, is only the 160 special programs.

SPECIAL PRESENTATION

Control Room Engineer Greg Prairie – Update on Control Room Upgrade Progress:

- Control Room Engineer Greg Prairie explained that the Control Room Upgrade is in process and all old equipment has been removed from the Control Room. Greg is waiting for the DPW to now install the new countertops, paint and spackle the production wall, and then the new equipment will start to be installed.
- Answering questions from the Commission, Greg explained the structure of his company and who is performing the work from his company. Greg explained that he expects the upgrade to be finished in 2-3 weeks, with no major interruptions to a Borough Council Meeting. Initial training on the new system to be provided as well to the OCC Chairman, TV Committee Chairman, and TV Committee Vice Chairman. Additional training after that will have to be paid for by the committee.
- Michael Carelli stated that Greg Prairie will get paid once the work has been deemed complete by the Chairman and Borough Administrator.
- Hearing no further questions, Greg Prairie exited the meeting at 7:53 p.m.

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 made by Commissioner Andrea Levy. Seconded by Commissioner Patricia Carrera. All in favor.

No public wished to speak.

Motion to close the public portion made by Alternate Commissioner Patricia Carrera. Seconded by Alternate Commissioner Salma Shamy. All in favor.

APPROVAL OF MINUTES

November 2020:

- Motion to approve November minutes made by Commissioner Andrea Levy and Seconded by Commissioner Jim Barry. All in favor.

THE BOROUGH REPORT

BOROUGH ADMINISTRATOR ASSISTANT & COUNCIL LIAISON

- Google Drive Storage Update – Assistant Administrator Carelli
 - Michael Carelli stated that the Borough finally found a solution to the Google Drive dilemma and should have a resolution in the next 2 weeks. Michael will let everyone know on the progress.

- Borough Calendar 2021 – Assistant Administrator Carelli
 - Michael Carelli thanked everyone for their collaboration and feedback on the 2021 Borough Calendar.
- JAG Article Submission by Ryan and Michael – Assistant Administrator Carelli
 - Michael Carelli acknowledged Chairman Schwertfeger for his well-written article for the JAG Newsletter about *This Week in Oakland*. Chairman Schwertfeger thanks Michael for his assistance with the article as well. The article was shared on Ryan's LinkedIn Page for anyone who wishes to read it.
- Public Information Contest Submittal – Assistant Administrator Carelli
 - Michael Carelli stated that the Borough unfortunately did not receive an award for 2020 after receiving an honorable mention for 2019.
- Show Off Your City 2021 Contest by NJ League of Municipalities – Assistant Administrator Carelli
 - Michael Carelli asked if the OCC has any photo submissions for the NJ League of Municipalities' photo contest. The winning town would be featured on the cover of the NJ League of Municipalities Magazine for the month of April 2021.
 - Commissioner Andrea Levy suggested running a photo contest Borough wide with residents submitting and choosing the photos that should be submitted. Michael Carelli agreed that is a good idea and will put out something soon.
- Improve Oakland TV Channel Resolution Update – Councilman Van Eck
 - No update due to absence. Carried to March 2021 meeting.
- Improve communication between OCC and other Borough Committees, mainly regarding Public Events – Councilman Van Eck
 - No update due to absence. Carried to March 2021 meeting.

COMMITTEE REPORTS

- **TV Committee:** *Jim Barry*
 - Volunteers Needed!
 - Commissioner Jim Barry stated that volunteers are always needed for the TV Committee.
 - History Program Using Old & New Footage of Korean Presbyterian Church – Benjamin Good editing?
 - Commissioner Jim Barry added that the TV Committee is taking footage from Jerri Angermueller and editing it into a history segment. Junior Member Benjamin Good is assisting with the editing.
 - Stream House Ceremony & Photos – Create special program about history of the Stream House?
 - Jim suggested that a ZOOM meeting with those involved in the project should be scheduled to keep progress moving.
 - In-Person Council Meetings – Will resume volunteer schedule once in person meetings resume. Ryan doing meetings in the meanwhile
 - Control Room Upgrade – Once complete, OCC Chairperson, TV Committee Chair and TV Committee Vice Chair will be trained by Greg. Approved for OCC 2021 Budget that 3 additional volunteers can receive official training from Greg on the new system. All other volunteers will need to be trained by other volunteers.
- **Bulletin Board Committee:** *Salma Shamy*
 - Remote Access Update – Which volunteers have gotten access? Who still needs it? How has the process been?
 - Commissioner Salma Shamy stated no update as previously discussed but wants this resolved soon.
- **Newsletter Committee:** *Elizabeth Llorente*
 - Some new volunteers have joined the Committee
 - Vice Chair Elizabeth Llorente added that the Newsletter Committee has had some new volunteers writing stories. Terri Cassaleggio wrote a few stories for upcoming newsletters, and Michael Carelli wrote a story for the February edition. She thanked everyone for their ideas and submittals.

- Ideas for new stories needed
 - Commissioner Andrea Levy and Alternate Commissioner Salma Shamy suggested garden and nature stories with the weather warming up in the coming months and the Community Garden that has been completed. Commissioner Andrea Levy suggested contacting the Sustainable Oakland Green Team to write a story on the Community Garden. There is also a person from Oakland who produces garden videos on his YouTube page and suggested reaching out to him too.
- Roles of volunteer members versus Borough staff - Assistant Administrator Carelli
 - Carried to March 2021 meeting.
- **Website/Social Media Committee:** *Alex McVeigh*
 - No report
- **Review Committee:** *Ryan Schwertfeger*
 - Chairman Schwertfeger remembered that since it is the start of a new year, nominations must be made for the Review Committee. A unanimous vote occurred to appoint Chairman Schwertfeger, Commissioner Levy, and Alternate Commissioner Carrera to the committee for 2021.

OLD BUSINESS

- Music on Oakland TV
 - Chairman Schwertfeger added that the OCC is now accepting original music submissions for Oakland TV's background music. The form is posted on the Borough Website under the Communications Commission webpage and on the Borough website homepage. Michael Carelli is working on a press release and an announcement to be posted in the coming days. Commission members are asked to please spread the word about this new initiative.
- New Programming Ideas Progress – Game Shows like “Oakland Jeopardy” or “Oakland Squares” Would this be in person and/or on ZOOM? Any progress on trying to organize something?
 - Various commission members still expressed interest in the idea, but no progress has since been made.

NEW BUSINESS/DISCUSSION ITEMS

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- Easter Egg Hunt by Public Events?
 - Patricia Carrera stated that she will reach out to Chopper Russo and ask if the Public Events Committee plans on hosting the Easter Egg Hunt this year. She will let Michael, Jim, and Ryan know.

MEETING ADJOURNED at 9:31 p.m.

**THE NEXT MEETING WILL BE HELD ON MONDAY, MARCH 1, 2021 AT 7:30 PM –
via Zoom Video Conferencing.**

Commissioner Jim Barry	End of 2021
Commissioner Liz Llorente	End of 2022
Commissioner Andrea Levy	End of 2022
Commissioner Alex McVeigh	End of 2023
Commissioner Ryan Schwertfeger	End of 2023
Commissioner --	End of
Commissioner --	End of
Alternate Commissioner 1: Patricia Carrera	End of 2022
Alternate Commissioner 2: Salma Shamy	End of 2023
Junior Member Benjamin Good	End of 2021