

**Chairman:** Ryan Schwertfeger

**Vice Chairman:** Elizabeth Llorente

**Secretary:** Michael Carelli, Asst. to Admin.

**Commissioners:** Jim Barry, Alex McVeigh **Alternates:** Patricia Carrera, Salma Chiu, Andrea Levy

**Council Liaison:** Eric Kulmala

Oakland Communications Commission Minutes:

*7/8/2019*

# MEETING CALLED TO ORDER: 7:32 P.M.

# ROLL CALL: Alex McVeigh, Patricia Carrera, Andrea Levy, Ryan Schwertfeger, Jim Barry.

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

Absent: Elizabeth Llorente

# 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

* New Member Andrea Levy – Ryan Schwertfeger welcomed Andrea Leavy to the OCC.
* Staples Chairs – OCC wanting to buy new chairs for the outer room. Awaiting update from David Young. Will check in on the status. Michael said he will check with David Young.
* Lowes Quote – Microwave, Keurig Machine, and refrigerator for OCC Control Room – Ryan said that for volunteer appreciation, he wants to get his own Keurig machine, microwave, and fridge. Ryan has quote from Lowes.com.
* OCC Google Calendar - Awaiting update from David Young, CFO. Michael will check back.
* OCC I.D. Badges – Ryan said he talked to Liz and Michael about it. Chairman Schwertfeger wants to get I.D. Badges for volunteers that way they can identify themselves. Can the OCC get new I.D. Badges? It is good for purposes of taking video at public events. Ben suggested t-shirts or vests and the Oakland TV vests. Michael will check with Rich on if the OCC can use the badge software.
* Recruiting Volunteers – Barbara Procopi shared some her ideas on how to recruit volunteers to the OCC. Barbara said the better our social channels are known, the better of getting attention of people. Barbara said ways to get fresh people to join, we can make a video or graphic, and reach out to Ramapo College students. Barbara asked members their opinion on reaching out to students in college. Andrea Levy said that the draw to the OCC wouldn’t be the equipment as college’s have advanced equipment, but she did mention that volunteerism, networking, and exposure are good enticements for students. Jim Barry said we should reach out to the high schools for service hours. Barbara said the Borough should use YouTube more too. Barbara and Ben mentioned creating business cards for the OCC to draw people. Patricia Carrera said the Oakland Car Show is coming up and the OCC should give out literature at the car show. Andrea Levy said that it is simple to track volunteer hours. Ryan and Barbara said to look into a size the size of a phone and get a price for a promotional handout.

Motion for promotional piece not to exceed $100.00. Michael to send pricing and sizes via email.

# 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 Jim Barry, second Alex McVeigh. All in favor.

Motion to Close: Alex McVeigh, Second Jim Barry. All in favor

# APPROVAL OF MINUTES

* May 6, 2019 Minutes – Motion Alex McVeigh – Second Patricia Carrera. All in Favor

# BOROUGH REPORT – BOROUGH ADMINISTRATOR ASSISTANT & COUNCIL LIAISON

* Borough Calendar – Progress, volunteers needed, can OCC get revenues from town calendar? Administrator Assistant Carelli – Michael said that he designed the template for the calendar and that the next step is working on the print content. Michael said that he will have a contest for a photo for each page via social media.
* Social Media Graphics – Administrator Assistant Carelli – Thank you Barbara!
* 58th Annual Public Information Contest – Deadline September 13, 2019. – Michael said he will be applying on behalf of the Borough for best in class and best digital media.

# COMMITTEE REPORTS

* **TV Committee:** *Jim Barry*
  + Go-Pro Camera – Give Michael the exact product so he can purchase it. (Amazon?) – Jim mentioned that he wants to buy a go pro camera for the TV Committee. Need to hold a committee vote, then OCC vote, then we can purchase.
  + Go Pro Hero7 - $249.99 on Amazon.

**Bulletin Board Committee:** *Ryan Schwertfeger*

* Update by the Chairman – Chairman Schwertfeger said that the new bulletin board is on the air right now.
* **Newsletter Committee:** *Elizabeth Llorente*
* Borough Newsletter Sponsors - can we charge Oakland based businesses to place a monthly ad in the Borough Newsletter - if so, fee – Liz was absent. Will report in September on if we can have business sponsors in the Newsletter.
* Newsletter Microphone Recorder for Interviews – Michael will resend an email to Liz as she was absent.
* Resend email - Policies and procedures will need to be set for submissions – some organizations requesting obsessive articles to be shared in the Newsletter. – Michael will resend the email to all commissions, committees on the length of newsletter submissions.
* **Website/Social Media Committee:** *Alex McVeigh*
* Launch of a Borough App – Can it serve a useful purpose? – Social Media Committee Chairman Alex McVeigh stated that the purpose of the committee is a reactionary committee. Michael will look into vendors for a Borough App and will let Chairman Ryan Schwertfeger, Alex McVeigh, and Barbara Procopi know before the next OCC Meeting. Michael will check with Paramus Borough on their vendor.
* **Review Committee:** *Ryan Schwertfeger*
* Nothing to discuss – No report.

# OLD BUSINESS

* + New Bulletin Board Progress Update & Discussion – Already reported above.

# NEW BUSINESS/DISCUSSION ITEMS

* OCC Promotional Materials – how to promote the OCC more – discussed above.
* Lowes Purchases for Volunteer Appreciation –
  + - * Mini Fridge - $199.00
      * Microwave - $169.00
      * Keurig - $129.99 – Andrea said that some Keurig’s can be in the $60 range. Ryan said we have to go through the purchase order process, so the price might be slightly higher due to that.

Chairman Schwertfeger said this is a nice volunteer appreciation. Jim Barry asked if popcorn, coffee is in the budget as well. Ryan said that the OCC does have the funds for coffee and snacks.

Motion to Approve: Total $443.86 to purchase a Keurig, Microwave, and Fridge for OCC.

Motion: Alex McVeigh

Second: Jim Barry

All in Favor: Ryan Schwertfeger, Alex McVeigh, Jim Barry

Oppose: Patricia Carrera

Abstain: Andrea Levy

Passed: 3 votes

* Candidates Forum – Chairman Schwertfeger stated that the OCC will televise a candidate’s forum during election season this fall. Ryan will bring up at the September Meeting. The OCC will reach out to the campaign managers to invite the candidates to the forum/debate. The forum will not be live. The debate will be broadcast live. Chairman Schwertfeger said he will facilitate who is the debate moderator.

# UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

* September 9th, November 4th, next OCC Meetings.

# MEETING ADJOURNED: 9:19 p.m.

# Motion: Alex McVeigh

# Second: Andrea Levy

# All in Favor: Jim Barry, Ryan Schwertfeger, Patricia Carrera

**THE NEXT MEETING WILL BE HELD ON *September 9, 2019* AT *7:30 p.m.* AT *Borough Council Chambers, 10 Lawlor Drive, Oakland, NJ 07436.***

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| Commissioner **Jim Barry** | End of 2022 |
| Commissioner **Liz Llorente** | End of 2020 |
| Commissioner **Alex McVeigh** | End of 2021 |
| Commissioner **Ryan Schwertfeger** | End of 2020 |
| Commissioner **Andrea Levy** | End of 2019 |
| Commissioner **--** | End of |
| Alternate Commissioner 1: **Patricia Carrera** | End of 2020 |
| Alternate Commissioner 2: **Salma Chiu** | End of 2022 |