



# Oakland Communications

**Chairman:** Ryan Schwertfeger  
**Vice Chairman:** Elizabeth Llorente  
**Secretary:** Michael Carelli, Asst. to Admin.  
**Commissioners:** Jim Barry, Alex McVeigh,  
Andrea Levy  
**Alternates:** Patricia Carrera, Salma Shamy  
**Council Liaison:** Grant Van Eck  
**Junior Member:** Benjamin Good

## Oakland Communications Commission Minutes 7/6/2020

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

#### **ROLL CALL**

Present: Chairman Ryan Schwertfeger, Vice-Chairman Liz Llorente, Salma Shamy, Alex McVeigh, Jim Barry, Benjamin Good, Andrea Levy, Administrative Secretary Michael Carelli, and Council Liaison Grant Van Eck.

Absent: Patricia Carrera

### **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 Control Room Manager:
  - Chairman Schwertfeger stated that the Communications Commission has a new Control Room Manager, Greg Prairie of Outreach FX. Chairman Schwertfeger stated that Greg will introduce himself momentarily to the Commission.
- Remote Access Status:
  - Chairman Schwertfeger gave an update on remote access for the bulletin board software. Chairman Schwertfeger asked that Council Liaison Grant Van Eck please contact the Borough Administrator for an update on why it is taking so long for volunteers to receive access. Schwertfeger also said it made no sense that Michael still has not been given remote access privileges since he is a Borough employee and the Borough would most certainly like news and announcements items to be up on the TV bulletin board. Councilman Van Eck asked that Ryan copy him on all emails going forward. Chairman Schwertfeger asked Michael to send Councilman Van Eck all correspondence on remote access to him so we can speed up the process for him and the volunteers. Michael stated that he will do so.
- Valley Middle School Graduation:
  - Chairman Schwertfeger stated that Oakland TV aired and live streamed the VMS Graduation Ceremony. The Borough's YouTube stream of the event has become the most watched video on the Borough's channel with over 2,700 views. Councilman Van Eck applauded the large reach.
- Control Room Upgrade Timeline Update:
  - Chairman Schwertfeger stated that the Governing Body approved funds for the Oakland Control Room Upgrade project and that the OCC is waiting on the funds to be available for spending. Chairman Schwertfeger stated the funds should be available at the end of the summer and purchasing should commence once a vendor is chosen to do the upgrade and construction should start in Winter 2021.
- This Week in Oakland Program:
  - Chairman Schwertfeger stated that *This Week in Oakland* has been a major success, but it is coming to an

end shortly. Chairman Schwertfeger stated that Episode 11 is currently on Oakland TV and the Borough's YouTube Page and that Episode 12, the season finale, will likely be released later in the week. Chairman Schwertfeger thanked Newsletter Chair Elizabeth Llorente for interviewing Mayor Schwager for the episode. Commissioner Llorente thanked Chairman Schwertfeger and stated that the interview went well and Mayor Schwager was a pleasure to speak to and she hopes the residents of Oakland enjoy. Chairman Schwertfeger thanked Christopher Chiu and Benjamin Good for their weekly editing as the program would not be possible without them.

## **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 Salma Shamy and seconded by Jim Barry. All in favor.

No public present.

Motion to close the public portion made by Salma Shamy and seconded by Alex McVeigh. All in favor.

## **INTRODUCTION OF NEW TV CONTROL ROOM ENGINEER/MANAGER:**

- Greg Prairie of Outreach FX – Welcome to Oakland:
  - Chairman Ryan Schwertfeger introduced the new Oakland Television Studio Manager Greg Prairie of Outreach FX. Greg introduced himself to the Commission and gave his credentials, which include owning an audio/visual company based out of NJ, Denver, and Florida. Greg stated that his company has experience with both audio/visual installs and ongoing maintenance of studios, specifically churches and schools. Greg stated that he is excited to work with the Borough of Oakland on the Control Room and that he may be reached during the said working hours by cell phone, text, or email. Chairman Ryan Schwertfeger stated that Michael will send out the updated OCC Contact List, so every Commissioner has Greg's contact information going forward.
  - Council Liaison Grant Van Eck asked Greg Prairie what his experience is working with other municipalities and if he has any ideas for the Control Room going forward. Greg Prairie stated that he has experience working with school districts and churches, but not specifically with municipalities. Greg Prairie also mentioned that when he met with Ryan, Michael, and Fred to do the tour of the Control Room and to quote for both the position and for the control room upgrade, he at first noticed things he would've done different, but stated that after speaking and hearing the Commission's vision, he understood why the OCC made those decisions in their submitted equipment proposal. Council Liaison Grant Van Eck stated that it is a testament to the volunteers and leadership on the OCC and thanked all for their hard work and dedication to Oakland Borough.
  - Greg Prairie stated that he looked forward to working with the Commission and the TV Committee and had to excuse himself, leaving the meeting at 8:25 p.m.

## **APPROVAL OF MINUTES**

- March 2, 2020 & May 4, 2020 Minutes Approval:
  - Chairman Ryan Schwertfeger asked for a motion to approve both March and May Meeting Minutes. Motion was made by Commissioner Levy and Seconded by Commissioner Shamy. All in favor.

## **BOROUGH REPORT – BOROUGH ADMINISTRATOR ASSISTANT & COUNCIL LIAISON**

- Michael
  - Communications Commission Secretary:
    - Michael Carelli stated that after speaking with the Borough Administrator, the Communications Commission needs to find a volunteer member secretary to take minutes and distribute and create the meeting agendas. Michael stated that he volunteered to do the secretary position to practice

taking minutes for the future, but it has been becoming too much lately and must go back to having an OCC volunteer taking the minutes.

- Chairman Schwertfeger stated that if the Commission is unable to find a volunteer that we would most likely have to pay someone to do the role. Chairman Schwertfeger stated that the likely stipend for said position is \$100 a meeting and it would have to come out of the OCC budget. Chairman Schwertfeger stated that the Commission has the funds available if we are unable to find a volunteer. Chairman Schwertfeger asked all Commissioners if they were interested in the position, and all declined due to time commitments and overextending themselves.
- Commissioner Levy suggested marketing the position a little differently to the public to make it seem more fun and interesting. Michael agreed and stated that he will come up with a posting, send it to Ryan before posting, and see where we go from there.
- Chairman Schwertfeger suggested waiting a month to see if we get any hits from the post, otherwise the Commission would have to move forward with a stipend role of Secretary. Chairman Schwertfeger stated that he would like to have the position filled by the September 2020 Meeting.
- All in favor of the Levy-Schwertfeger plan to addressing this issue.
- Borough Instagram:
  - Michael stated that he and the Borough Administrator would like to start a Borough Instagram account and Michael had asked the Website and Social Media Committee to do some research into what other surrounding towns have Instagram accounts and what type of information is posted to them.
  - Commissioner McVeigh stated that he did some research and Franklin Lakes and Pompton Lakes had Instagram accounts, while Riverdale and Mahwah did not. The information posted would be the same across all platforms including Twitter, Facebook, and Instagram, and that Michael will be the one doing the posting.
  - Councilman Van Eck stated that this is a great idea due to Instagram reaching the younger population of the community, and that at his job, Instagram is their most reached media presence.
  - Junior Member Good asked if Michael planned in using a social media scheduler software to make it easier to post on multiple accounts. Michael responded that he does not normally use said technology but will look into it. Michael stated that the new account will be launched tomorrow.
- E-forms:
  - Michael stated that the Borough was possibly looking into e-forms as an alternative to paper in response to COVID-19, but there has been no update on the topic.
- Google Drive Storage:
  - Michael stated that he has still been working with Chairman Schwertfeger on purchasing extra Google Drive storage space for the OCC. Michael stated there has been various obstacles, but he has a video call with the vendor tomorrow to resolve the issue. Chairman Schwertfeger stated that he hopes that both the Google Drive and remote access issues are resolved by the September Meeting.
- Creation of Content Submittal Form:
  - No update per Michael but will work on it for the September meeting.
- Councilman Van Eck
  - Correspondence from Altice after 720p resolution:
    - Councilman Van Eck stated that the Borough adopted a resolution urging Altice to upgrade the output on local access TV since the last OCC meeting. Councilman Van Eck applauded the Borough Clerk for being attentive in finding someone at Altice to contact and to keep the pressure on the topic. Councilman Van Eck stated that this will be resolved and that since the Borough is doing the control room upgrade, it doesn't make sense to be installing all of these new cameras and the output is still poor quality for those watching on altice, which many residents in the Borough have for cable.

## COMMITTEE REPORTS

- **TV Committee:** *Jim Barry*

- Once the Borough Council resumes in person meetings, the TV Committee will set a schedule:
- Commissioner Barry stated that the TV Committee is waiting for in-person Council Meetings to resume shortly. Chairman Schwertfeger asked Michael on the official timeline of resuming meetings in person. Michael stated that there is no official timeline but Councilman Van Eck stated that the Governing Body set a timeframe of August 2020.
- **Bulletin Board Committee:** *Salma Shamy*
  - Remote Access Update:
    - Commissioner Shamy had nothing to report other than echoing Chairman Schwertfeger's statement earlier on completing remote access sooner than later.
- **Newsletter Committee:** *Elizabeth Llorente*
  - Newsletter Stories:
    - Vice Chairman Llorente stated that the Newsletter Committee is seeking volunteers to write stories and now that Terri Cassaleggio has taken a step back in writing stories, the committee is desperately in need of volunteers. Michael will work with Liz to make a social media post seeking interested residents to join the committee.
- **Website/Social Media Committee:** *Alex McVeigh*
  - Borough Instagram:
    - Nothing to report.
- **Review Committee:** *Ryan Schwertfeger*
  - No meetings – no report.

## OLD BUSINESS

- OCC By-Laws
  - Finished by TV Committee – now in hands of Borough Council and Borough Attorney:
    - Chairman Schwertfeger stated that the new OCC bylaws are on the Borough Council Agenda for July 8<sup>th</sup> to be approved. Chairman Schwertfeger explained that the by-laws reflect the discussed changes by the TV Committee and all parties are in agreement.
    - Commissioner Barry thanked the Commission for all their work and hopes that the Commission doesn't run into a problem in November 2020.
    - Chairman Schwertfeger asked Michael to please send copies of the approved bylaws to all OCC members once approved, as well as print out a few hard copies for storage.

## NEW BUSINESS/DISCUSSION ITEMS

- Candidates Forum – 2020
  - Chairman Schwertfeger stated that the TV Committee will soon need to start scheduling the 2020 Candidates Forum and explained that the Commission can't go off the new bylaws yet because they are not approved yet. Chairman Schwertfeger explained that any independent candidates for Oakland Borough Council will be known in the coming days and then they can set the schedule for the program.
- This Week in Oakland Congratulations/Recognition:
  - Chairman Schwertfeger explained that he had the idea of holding a recognition dinner for those who participated in "This Week in Oakland". The Commission agreed it was a good idea and suggested setting a time and date sooner than later, perhaps later in July or August.

## UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

### MEETING ADJOURNED: 9:00 p.m.

Motion to close by Commissioner Levy and Seconded by Commissioner Barry. All in favor.

**THE NEXT MEETING WILL BE HELD ON September 7, 2020 AT Borough Council Chambers, 10 Lawlor Drive, Oakland, NJ 07436.**

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Commissioner <b>Jim Barry</b>	End of 2021
Commissioner <b>Liz Llorente</b>	End of 2022
Commissioner <b>Alex McVeigh</b>	End of 2020
Commissioner <b>Ryan Schwertfeger</b>	End of 2020
Commissioner <b>Andrea Levy</b>	End of 2022
Commissioner --	End of
Alternate Commissioner 1: <b>Patricia Carrera</b>	End of 2022
Alternate Commissioner 2: <b>Salma Shamy</b>	End of 2020
Junior Member: <b>Benjamin Good</b>	End of 2020