



Oakland Communications

Chairman: Ryan Schwertfeger

Vice Chairwoman: Elizabeth Llorente

Secretary: Vacant

Commissioners: Jim Barry, Michael Gambatese, Andrea Levy, Alex McVeigh, William Sisti

Alternates: Patricia Carrera, Salma Chiu

Council Liaison: John McCann

Junior Member: Benjamin Good

Oakland Communications Commission Minutes: 7/11/2022

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

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.

DECISION ON ACTING SECRETARY FOR THE MEETING

The November 2021 and January 2022 meetings which do not have minutes taken and were done on ZOOM will have their recordings saved to be turned into minutes at a later date. There was no quorum for the March 2022 meeting so no minutes were taken. The May 2022 meeting was held in person and recorded on video to be used by the future Secretary and be turned into minutes.

ROLL CALL

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

Absent: Commissioner Gambatese, Commissioner McVeigh, Alternate I Carrera

CHAIRMAN'S REPORT

- Ryan continues to work on converting the DVD programs to digital files using the software down in the Control Room. He estimates there are about 100 DVDs left to convert. Some had issues converting and will likely need to be professionally done, but that number is only about 25 DVDs out of the hundreds of DVDs we had. Ryan asks for others to chip in and help convert so it can get done faster. Ryan is waiting on Michael Carelli to get a quote for the second phase of the VHS to digital file conversion project as the goal is to have all DVDs and VHS tapes converted by the end of 2023.
- The sponsorship program which was approved by OCC was approved in concept by the Borough Council but now awaits final approval in terms of the fees to be charged for the program. Sponsorship program cannot be executed without the fees in place.
- Ryan introduced Councilman McCann as the new liaison to the Commission. Councilman McCann said he was excited to be the liaison as he had some previous communications experience and said he views his role as an advocate for our priorities but otherwise will sit back and let us do our thing. He said that being the liaison should not be political and hoped that everyone could work together regardless of party or background to improve how we do things in Oakland. He was eager to see several projects that the Commission has proposed move ahead and voiced support for them and promised to help Chairman Schwertfeger and whomever else on the Commission to make those goals and ideas a reality.

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.

- Given the lack of public attendance, there is no need to open to the public.

APPROVAL OF MINUTES

- November 2021 - No minutes created
- January 2022 - No minutes created
- March 2022 - No minutes or meeting due to lack of quorum
- May 2022 - No minutes created
- Notes were not turned into minutes for the November 2021, January 2022, or May 2022 meetings (no quorum for March 2022). Minutes will be created once a Secretary is in place.

THE BOROUGH REPORT

BOROUGH ADMINISTRATOR ASSISTANT & BOROUGH COUNCIL LIAISON

- OCC Secretary Update - Michael Carelli
 - Michael said that there was a little movement on looking for a Secretary as there may be an interested person, but it wasn't confirmed yet. If the person accepts, he/she would likely be approved at the next Borough Council meeting.
- Potential Altice Donation Towards Senior Center Camera Project Update - Michael Carelli
 - Michael said the Borough is going to send a letter to Altice asking if they would consider making a donation to the OCC towards the Senior Center Camera project. Ryan asked for updates on this and said it should be sent out as soon as possible. Andrea chimed in and said we should ask Verizon as well if we are asking Altice. Ryan agreed and Michael said he would contact them as well.
- Television & Newsletter Committee Members ID Project - Michael Carelli
 - Michael said that the IDs can be created by collecting select information from the committee members and taking a photo of them at the Borough Hall. Michael said that everyone who is on those committees should reach out to him to schedule a time to come in or photos could be taken before an OCC meeting.
- Senior Center A/V Upgrades Completed & Senior Center Camera Project Grant Update – Michael Carelli
 - Michael said that Greg Prairie and OutreachFX, the Control Room Engineer, finished the upgrades to the Senior Center A/V system and the Borough and Senior Center Director is pleased with the work that was done. Michael is still waiting to hear back about the grant that was applied for towards the Senior Center Camera project but he expects to hear back before the end of summer.
- Fiber Loop Completion Update - Michael Carelli & Council Liaison
 - Michael has heard no news about the Fiber Loop project. Ryan asked that he and Councilman McCann ask about it because the camera project can't be completed without it.

COMMITTEE REPORTS

- **Television Committee:** *Jim Barry*
 - Live Broadcasting of RIH School Board Meetings in Full Swing
 - Jim Barry says that high school board meetings continue to be live broadcast on Oakland TV via the internet feed from the high school and then recorded for later playback on the channel. Jim thanks everyone who has volunteered to make this happen as school board meetings have become quite a public discussion forum over the last year.
 - Planning to Hold a Class or Classes on Adobe Premiere and Final Cut Pro to increase knowledge amongst volunteers about video editing. Anyone on Commission interested in attending and taking part? Debating if it will be a full day class (on a weekend) or a few classes over a period of time (i.e. every Thursday from 7-9pm for 5 weeks)
 - Jim Barry said he would be emailing the TV Committee members and other individuals who expressed interest in taking part in training classes on Adobe Premiere Pro and Final Cut Pro. He said he may have a friend with experience with editing that could come to the training class to supplement the training videos. Ryan asked Jim to let Michael and him know when they have people ready and a date and time chosen so they could purchase the classes off of LinkedIn.
 - Candidate's Forum Interest Deadline is August 1, 2022. Michael to please check that the form posted on the website is up-to-date as current form when clicking "Candidate's Forum Request Form" is from 2021. Form under Documents is the correct version.
 - The Candidate's Forum deadline was approaching and Jim said that the TV Committee is ready to see how many will participate so they can go forward and plan the recording sessions. Both Commissioner Levy and Council Liaison McCann, both candidates in the upcoming election, noted that they never received the Candidate's Forum paperwork when they went to file with the Borough. Both said that they picked up their forms at Borough Hall, which should have meant they received the Forum paperwork, according to Ryan. Ryan asked that the two of them communicate with Michael so the Clerk's Office could look into this. Andrea advised that it should be available on

the Borough website, to which Ryan and Jim both replied that it was.

- *Exploring Oakland* Program Update – Benjamin Good
 - Junior Member Ben Good said that *Exploring Oakland* was in a holding pattern as he needed new narrative audio clips from host Jerri Angermueller. Jim said he would work with Ben and Jerri to set up a meeting for this to get moved on as the project has been going on for too long.
- Memorial Day Parade Editing Progress?
 - Jim wants to try editing the Memorial Day Parade if Ben isn't able to do it because its been months since the parade. Ben said that he would work with Jim on the editing. Ryan noted this is why scheduling a training class for editing is so important so we have more editors.
- Bumpers for Oakland TV – Benjamin Good
 - Ben said he had not started working on the TV bumpers yet because it was more important to work on Exploring Oakland, Memorial Day Parade, and Oakland Archives program.
 - Bill Sisti asked what the bumpers are and Ryan explained that the bumpers would be used on the TV channel before and after programs as a transition, as many professional networks do, and this would also entail making the intros and outros to programming that would hopefully be sponsorable.
- Work on Intro to *Oakland Archives* Program, Featuring Converted Programs - Benjamin Good
 - Ben said that he would be working on the Oakland Archives opening soon but needed to try and find free templates to use to start. He estimated having a draft of something before the end of August.
- **Newsletter Committee:** *Elizabeth Llorente*
 - Add Additional Subscribers to Borough Newsletter via Community Pass Mailing List - Michael Carelli Update
 - Deputy Borough Clerk Now Assisting with Newsletter
 - Michael expressed that he will not be able to assist in assembling the newsletter going forward and Liz was concerned she would not have the time to do that if Michael was not able to help. Michael said the Deputy Borough Clerk would assist in some capacity. Ryan expressed that all of this is why it is so important to find a Secretary.
 - More Volunteers Are Desperately Needed - Terri has returned but still a committee of two
 - Liz expressed that volunteers are sorely needed as it is just her and Terri on the committee.
 - Liz asked for story ideas and thanked Ryan for giving some ideas to Terri.
- **Bulletin Board Committee:** *Salma Chiu*
 - Additional Music Submissions Needed
 - Salma expressed that they are still looking for additional music for the TV channel as they haven't received anything new in a while. Andrea suggested they reach out to local colleges. Ben said he would ask his mom, who works at Ramapo, if there are any contacts we should reach out to.
 - Birthdays, Anniversaries, etc. on Oakland TV Bulletin Board – To Be Announced and Launched Only Once An Additional Member of the Bulletin Board Committee Gets Remote Access/Joins the Committee
 - Andrea expressed she does not have remote access. Ryan asked if she filled out all of the documentation. Andrea said that she thinks she did but her and Michael said they would double check.
 - Salma explained that she lost remote access and she still hasn't gotten it back, which seems to be a recurring issue. Patricia and Jim also do not have remote access as it appears that something got disconnected or reset. Ryan asked Councilman McCann to work with Salma and Vincent Dies (Borough IT) to resolve the issue as this continues to occur very often. Councilman McCann traded information with Salma and said he would assist her.
- **Welcome, Website & Social Media Committee:** *Mike Gambatese*
 - Borough History and Oakland Hometown Heroes - Who Can Help Do Research and Craft Some Posts?
 - Ryan, sharing Mike's report, was glad to hear the Borough was moving forward on an idea by former Councilman Van Eck to honor the veterans in town and create social media posts and a slide on the digital sign on Rt. 202. He said the Committee would help Michael wherever he needs it and Michael said he would reach out to Mike and the committee if help was needed.
 - Welcome Packet - Committee will meet shortly to designate a Chair and Vice Chair of a subcommittee to come up with a direction for the packet by September (if costs are involved, Chairman Schwertfeger needs to know in September so it can be budgeted), a proposal to the Committee by October, and a presentation to the Commission at the November meeting
 - Mike also told Ryan that once the committee would meet in the days ahead, he planned to create a subcommittee that would focus on just the Welcome Packet as several members wanted to join purely for that reason. Ryan said

he would share the Google Drive folder with Welcome Packet samples and points to consider that he had started to assemble to the committee's members.

- Two new volunteers - one likely to help with Welcome Packet and another to likely help with Borough website- Andrea and Patricia in particular both wanted to get involved with the Welcome Packet.
- **Review & Grants Committee: Ryan Schwertfeger**
 - Received legal threat on *Board Buzz* program, Borough is handling the matter on our behalf. No new news for about a month and a half.
 - Ryan let the Commission know about both a cease and desist letter that was received by the Commission as well as a request for a program to be reviewed by the Review Committee. Ryan explained that both stemmed from a new publicly submitted series, *Board Buzz*. The submitted complaint revolved around a resident who said that their words were taken out of context and the hosts of the program were acting in a stalking manner by noting her attendance at meetings. However, after review by the committee, the program that was airing on Oakland TV at the time was not the program she had a complaint about. The Committee decided to not remove the program, as it violated no rules or regulations, but decided that going forward, there would be a disclaimer on political or opinion programming submitted by the public that expresses that the program is not necessarily the opinion of the Borough or the Commission. The cease and desist letter came from the lawyer of Yudin's Appliances in Wyckoff. The letter asked for the committee and the Borough to stop airing the *Board Buzz* program as they claimed it was defamatory against their business, as the program mentioned the company in regards to business that the Ramapo Indian Hills School Board was giving them. Ryan explained that he alerted the Borough Attorney who wrote a letter back to the attorney and stated that the Borough's position was that the program would continue to air.
 - Councilman McCann told Ryan that he should follow up with the Borough Attorney to see if there are any new developments in the matter to stay on top of it and get in writing what the Borough Attorney has done and is doing. Ryan said he would contact the Attorney.

OLD BUSINESS

- Promotional/Identifier Items Discussion
 - Ben Good rattled off some pricing for potential promotional identifier items. Commission members were taken aback by the high pricing that Ben had received from a vendor. Everyone agreed that additional quotes should be gathered to get a better idea of what the four ideas for potential promo items (tote bag, ceramic mug with handle, hat, and reusable water bottle) would cost.
 - Andrea suggested that we forgo the tote bag because the Green Team was giving out reusable bags and we shouldn't step on their toes. However, Andrea also noted that she didn't think a giveaway item was the best way to go in order to raise publicity for the Commission and its committees. She advised that we try to attend more events to be seen in the community and find ways to get more volunteers so more things can be created to drive interest and eyeballs.
 - Ryan agreed that more volunteers were needed but said that attending Community Events for volunteers was mixed - the Oakland Carnival has not been successful in reaching potential volunteers but some relative success was found at events like Choptoberfest. It also requires volunteers to be available to attend these events. Ryan and Salma also noted that having a giveaway item would be helpful so residents have something to leave with and remember us by, rather than giving out paperwork. A giveaway could also draw people to our table/booth to give us a chance to possibly reach new members and volunteers.
 - Consensus was that they would proceed with a giveaway item and look for additional quotes, but they would not do a bag and they would choose something that was lower in cost and also consider using that money towards purchasing a table cover. Consensus also that money should be requested in the 2023 budget towards digital advertising to see if promoting the TV channel, the Newsletter, and the Commission as a whole could gain additional eyeballs and volunteers.
- OCC Secretary - Ideas to attract and find somebody?
 - Andrea recommended that the Commission reach out to local colleges and post on other job boards about the Secretary opening that has not been filled yet. Also said there are other options available that are more tech savvy we could look into.
 - Ryan agreed that so far finding someone had not yielded success. He advised Michael to do one last push using

the previous methods and if no results came about in a few weeks to explore and take Andrea's recommendations.

NEW BUSINESS/DISCUSSION ITEMS

- Councilman McCann wanted to know more about the plan to have cameras in the Senior Center and the fiber loop.
 - Ryan explained that the plan was to utilize the Borough's new fiber connection that will connect the Police Department with the Senior Center, the Rec Fields, the DPW Building, the Municipal Building, and the Library together and start to install video cameras along the line that could be controlled by volunteers in the Control Room. The thought is that additional programming in the Senior Center could be recorded and broadcast and also so that if a special meeting had to occur in the Senior Center, it could still be seen by the public. Ryan explained that the grand plan would be to work with the Recreation Commission and raise money, get grants, and find other monetary sources to install cameras on select Recreation fields so that football games, soccer games, baseball games, etc could be recorded and broadcast to the community. Ryan and the TV Committee feel strongly that this would increase viewership, boost public interest in the station and the Commission, and bring volunteers out of the woodwork who would want to get involved and really help to rejuvenate committees across the board.
 - Councilman McCann was very interested in this and said he would absolutely want to work with Ryan and the TV Committee to make this happen. He advocated that he would even be willing to bond money for this project given its transformative nature and benefit to the Borough.
 - Andrea noted that she agreed with the mass benefit of the project but said that she didn't think it would be necessary to have the Borough put up large sums of money towards this when there would likely be companies, non-profits, grant making organizations that would donate, as well as local groups that may help host fundraisers to help fund the project.
 - Ryan agreed that the answer would likely require all of the above that it would have to be a collaborative effort and likely require a pitching in of many sources and organizations. Councilman McCann and Andrea both said that they would love to work with Ryan on advancing this project. Ryan stated he hoped to hold a Grants & Review Committee meeting in the coming months before the fall and would invite both of them to attend to make a game plan.

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Given that no public was in attendance, there was no open to the public.

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- Summer Schedule for Oakland Council
 - Ryan reminded everyone that the Borough Council moved to a summer schedule so the meeting dates are different than what was originally planned.
- Candidates Forum Interest Deadline - August 1, 2022
 - Ryan reminded the TV Committee about the Candidate's Forum application deadline and that they would need to then coordinate with volunteers and the willing candidates.
- Candidate's Forum Recording Dates - September 10 & 18, 2022

MEETING ADJOURNED

- Jim motion, Andrea second. No meeting end time recorded

**THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON
WEDNESDAY, SEPTEMBER 7, 2022 AT 7:30 PM IN COUNCIL CHAMBERS.**

Commissioner Michael Gambatese	End of 2022
Commissioner Andrea Levy	End of 2022
Commissioner Liz Llorente	End of 2022
Commissioner Alex McVeigh	End of 2023
Commissioner Ryan Schwertfeger	End of 2023
Commissioner William Sisti	End of 2024
Alternate Commissioner 1: Patricia Carrera	End of 2022
Alternate Commissioner 2: Salma Shamy	End of 2023
Junior Member: Benjamin Good	End of 2022