



# 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  
**Junior Commissioner:** Benjamin Good  
**Council Liaison:** Grant Van Eck

## Oakland Communications Commission Minutes: 3/2/2020

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

### **ROLL CALL**

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

### **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**

- Control Room Upgrade Meetings and Planning
  - Chairman Ryan Schwertfeger gave a report on the status of the Oakland Control Room Upgrade and the planning of it.
- Volunteers Needed
  - Chairman Ryan Schwertfeger mentioned that volunteers are needed for the Commission and TV Committee. To those interested, please contact Ryan at [occ@oakland-nj.org](mailto:occ@oakland-nj.org).
- Any local events?
  - Ryan asked the Commissioners if there are any local events in Oakland upcoming that the TV Committee could film.
- 24/7 Live Streaming Encoder Box
  - Ryan informed the Commission that a 24/7 live streaming encoder box will be part of the control room upgrade so that Oakland TV could stream online.

### **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.

### **APPROVAL OF MINUTES**

- January 6, 2020 Minutes Approval
  - Motion to approve January 2020 Minutes. All in favor.

## **PRESENTATION BY OLPH ON BULLETIN BOARD REMOTE ACCESS**

- Greg Kelly and Don Burns from OLPH were present and discussed their work recording the Saturday night Mass for it to air on Oakland TV on Sunday morning. They brought up the issue that they want to continue the tradition and service to the community, especially for homebound parishioners and those at the Oakland Care Center who watch the service, but volunteers are hard to come by to make it all happen. After Greg and Don discussed the issue with Ryan, besides them finding additional volunteers who could be trained to put the Mass on the air in short order, the other best solution would be to grant OLPH remote access to the station's programming box so the programming can be uploaded and scheduled remotely.
- Ryan explained that this has not been done before and he wanted the Commission to consider the idea and ask questions of Greg and Don to help them come to a decision what they want to do.
- Councilman VanEck was very supportive of the efforts and thinks that the Commission should approve them receiving access, especially with their excellent track record.
- By a unanimous voice vote, the Commission decided to allow OLPH access to the programming equipment and advised that Ryan and Assistant to the Administrator Michael Carelli work with OLPH to make that happen.

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

- Google Drive Update – Michael
  - Michael stated that he had identified a vendor to use for extra storage space for the OCC Google Drive account and he is still working on setting it up, although there have been some issues with purchasing.
- Adobe Creative Cloud – 2020 – Michael
  - Michael stated that the Borough purchased Adobe Illustrator last year (2019) and the agreement was that in 2020 the Borough would then purchase the entire Adobe Creative Suite and the OCC and Borough would split the cost and have both receive access to all of the applications and software. This most notably includes Photoshop and Illustrator (good for Bulletin Board Committee) and Premiere Pro (for TV Committee). Michael stated he be soon completing the purchase and will let Ryan know when it is done.
- OCC I.D. Badges – Michael
  - Michael stated he was given the go-ahead with volunteer badges for those who interact with the public and an announcement about the next steps will be forthcoming.
- Borough Calendar Feedback and Changes for Next Year – Michael
  - Michael asked of any feedback and changes for the 2021 Borough Calendar.
  - The Commission overall felt the calendar should be a bit smaller to make it less obnoxious in size and to include the small holes so it can be easily hung up.
- Introduction of new Council Liaison Grant Van Eck – Councilman Van Eck
  - Chairman Ryan Schwertfeger introduced the new OCC Council Liaison Grant Van Eck.
  - Councilman Van Eck expressed his interest and excitement to be a part of the Commission and touted his background doing some communications related activities.
- Remote Access Update – Councilman Van Eck
  - Councilman Van Eck stated that he spoke with the Borough Administrator and IT Manager to setup remote access for Borough employees and volunteers and that he views this as a top priority to get accomplished.
- Ideas for Committees and the Commission? – Councilman Van Eck
  - Councilman Grant Van Eck agreed with the overall ideas and direction of the Commission and agreed that a Control Room upgrade was necessary. He appreciated the work that Ryan, Jim, and Fred had put in to ensure the upgrade is quality, will suit the needs of the volunteers, but also be cost conscious. He expressed he was very interested in the idea of

putting video cameras down at the Rec Fields so that games could be broadcast live and also recorded for Oakland TV. Ryan advised that he talk to Borough Administrator Kunze and former liaison Eric Kulmala about the “fiber loop project” since that idea goes hand in hand with that project being accomplished.

## **COMMITTEE REPORTS**

- **TV Committee:** *Jim Barry*
  - Control Room Upgrade – Planning Meetings
    - Jim gave a report on the status of the Control Room Upgrade and where thing stood on equipment planning and installation timeline.
  - Volunteers needed
    - Jim stated volunteers are needed for the TV Committee.
  - Upcoming events?
    - Jim asked if the Commission has any ideas for upcoming events.
- **Bulletin Board Committee:** *Salma Shamy*
  - Remote Access Update
    - Salma Shamy thanked Councilman Van Eck on the progress of remote access.
- **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?
    - Elizabeth Llorente and Michael gave a report on limited articles from each department and committee for the Borough Newsletter as the submissions are becoming too much from one entity. Michael stated he will send out a reminder with the guidelines we put forth last year.
  - Sponsorship for Newsletter?
    - This discussion was held for next meeting due to time concerns.
- **Website/Social Media Committee:** *Alex McVeigh*
  - No report
- **Review Committee:** *Ryan Schwertfeger*
  - By-laws discussion continued

## **OLD BUSINESS**

- OCC By-laws Review, Discussion, Possible Vote

## **NEW BUSINESS/DISCUSSION ITEMS**

- Get the High School Involved – Ryan
  - Chairman Ryan Schwertfeger stated that he tried contacting the High School to get volunteers involved.
- Reach out to WPU and Ramapo College – anyone want to be involved?
  - Chairman Ryan Schwertfeger asked if someone can reach out to Ramapo College and William Paterson University to see if we can try to get some local college volunteers for the TV Committee and Commission.

## UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

MEETING ADJOURNED: 9:30 p.m.

THE NEXT MEETING WILL BE HELD ON *May 4, 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