



Oakland Communications

Chairman: Ryan Schwertfeger
Vice Chairman: Elizabeth Llorente
Secretary: Michael Carelli (Asst. to Admin.)

Commissioners: Jim Barry, Alex McVeigh
Alternates: Patricia Carrera, Salma Chiu
Council Liaison: Eric Kulmala

Oakland Communications Commission Minutes: 5/6/2019

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

FLAG SALUTE & MOMENT OF SILENCE,

Meeting opened at 7:39 p.m., ROLL CALL:

Present Members: Chairman Ryan Schwertfeger, Vice Chair Elizabeth Llorente, Alex McVeigh, Patricia Carrera, Salma Chiu.

Absent Members: Jim Barry

Councilman Eric Kulmala and Michael Carelli, Asst. to Administrator were also in attendance.

THIS MEETING IS BEING HELD IN ACCORDANCE WITH THE OPEN PUBLIC MEETINGS ACT, DULY ANNOUNCED AND POSTED IN THE OAKLAND MUNICIPAL BUILDING.

CHOOSE NEW SECRETARY

- A motion was made by Alex McVeigh and seconded by Salma Chiu to have Vice Chairman Liz Llorente serve as the Secretary. Liz respectfully declined. Assistant Administrator Michael Carelli agreed to serve as Secretary until a replacement is found.

CHAIRMAN'S REPORT

- New Volunteers and Commission Members are needed! – Ask Councilman Talamini for help reaching out to schools.
 - Councilman Kulmala stated that Ryan Schwertfeger should reach out to Councilman Talamini to see if he can reach out to the schools in Oakland for potential volunteers, specifically in 8th grade.
 - Salma Chiu stated that she will reach out to the Reserve where she resides and see if they can include something on their next email communications with Reserve Residents. Salma said she will let Ryan know the outcome and if it can be included.
- Staples Chairs
 - Mr. Carelli stated that the Borough is currently in the process of setting up a corporate Staples account. Once the corporate Staples account is set-up, and the Borough adopts the budget, then the OCC can go ahead and purchase the chairs.
- OCC Google Calendar
 - Mr. Carelli stated that this action is pending with the Oakland CFO David Young. Chairman Ryan Schwertfeger stated that the OCC has been wanting to expand the Google Drive and the OCC needs to pay to do that. Ryan mentioned that the OCC will start to utilize the Google calendar for events and reminders.

- Reaching out to DPW – potentially reconfigure Outer Room storage cabinet to better fit our needs and equipment.
 - Chairman Ryan Schwertfeger stated that this is not urgent, but will reach out to Jimmy McWilliams at the DPW to see if the OCC can rearrange the closet space in the outer room to better suit the needs of the Communications Commission.

OPEN TO PUBLIC DISCUSSION, ONLY IF PUBLIC PRESENT

- Motioned by Alex McVeigh and seconded by Salma Chiu, to open the meeting to the public for matters not on the agenda was voted unanimously by the Commission.
- No comment
- Motioned by Alex McVeigh and seconded by Elizabeth Llorente, to close the meeting to the public for matters not on the agenda was voted unanimously by the Commission.

APPROVAL OF MINUTES

Motioned by Alex McVeigh and seconded by Elizabeth Llorente, to approve the March 4, 2019 meeting minutes.

Roll Call Vote: Ayes: Chairman Schwertfeger, Vice Chairman Llorente, Mr. McVeigh, Ms. Chiu, and Ms. Carrera
 Nays: None
 Abstain: None
 Absent: Mr. Barry

BOROUGH REPORT – BOROUGH ADMINISTRATOR ASSISTANT & COUNCIL LIAISON

- Adobe Illustrator purchase & access for OCC – Assistant Administrator Carelli
 - Mr. Carelli stated that the Borough has purchased and installed design software Adobe Illustrator on Mr. Carelli's office desktop and the OCC Outer Room desktop PC. Any OCC member that wish to use Illustrator for OCC purposes only, can use it in the outer room as needed. Chairman Schwertfeger stated that OCC members that wish to use the outer room may get a key from the Police desk upstairs. Members must show I.D. Chairman Schwertfeger also mentioned to please avoid coming to the control room on Thursday nights as there is Municipal Court in session, and members are not allowed in the Council Chambers at that time due to strict restrictions by the Municipal Judge.
- Borough Calendar Update – OCC gets funds? Needs help assembling? – Assistant Administrator Carelli
 - Mr. Carelli stated that he will begin putting together the 2020 Borough calendar in June/July. Michael will reach out to Ms. Chiu as she was interested in helping assemble and design the calendar.
- Will a smaller control room update be possible for 2019? – Councilman Kulmala
 - Councilman Kulmala stated that a control room update is not possible for 2019 due to funding.
- Junior Member & Council Review of OCC Bylaws Update – Councilman Kulmala
 - Councilman Kulmala stated that at the last council meeting on April 24, 2019, the Borough Council voted to create the junior member position on the Communications Commission, but the Council did not approve Benjamin Good as a member, as he doesn't technically qualify until he turns 13 years old early next year. Councilman Kulmala also stated that the Borough Council ratified the OCC Bylaws update on April 24, 2019.

COMMITTEE REPORTS

- **TV Committee:** *Jim Barry*
 - Volunteers Needed – Don Burns retiring

- Councilman Kulmala stated that Ryan Schwertfeger should reach out to Councilman Talamini to see if he can reach out to the schools in Oakland for potential volunteers. Fred Birks offered to train new volunteers on an as needed basis.
- Some Television Committee members still need training – cannot be added to the schedule otherwise
 - Chairman Schwertfeger asked if any commission members were interested in serving on the TV Committee. No comments afterwards.
- Updating Room Procedure Manual
 - Chairman Schwertfeger stated that he is working on the manual update and will notify everyone once complete.
- Setting up Control Room before Meetings – Who will do this?
 - Councilman Kulmala suggested that perhaps Junior Member and volunteer Ben Good can come after school to set up before meetings. Chairman Schwertfeger agreed. Chairman Schwertfeger said that he will reach out to Ben to check his schedule.
- Memorial Day Parade Planning?
 - Chairman Schwertfeger stated that he will reach out to Jim Barry on whether or not he can cover the Memorial Day Parade. Councilman Kulmala stated that if Jim can't cover the parade, perhaps Ben Good can film it himself.
- Research potential GoPro type camera purchase for 2019 – Present at the next TV Committee and then OCC Meeting.
 - No Update
- Ideas and events to cover for the spring/summer?
 - No update

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

- Been working with Fred Birks on launching the new bulletin board (To be further discussed in old business)
 - Chairman Ryan Schwertfeger discussed that he will write an email and alert all Borough entities about the upcoming change with the bulletin board. Salma will finish creating some new basic info slides for the new bulletin board and those will be uploaded in the next week or two. By June 1, the new bulletin board will start to be phased in and shown on live and regularly the channel with these basic announcements and slides while the old, current system will still be up showing the community information slides. By July 1, the old, current bulletin board will no longer be in use and the new bulletin board will be live completely on Oakland TV.
 - Fred Birks and Councilman Kulmala stated that the sooner the launch, the better. Councilman Kulmala stated that the Borough has an asset we are not using, so it would be beneficial to launch the new bulletin board in June, instead of it not in use.
 - A motion was made by Patricia Carrera and seconded by Salma Chiu to launch the new bulletin board on June 1, 2019, with a complete phase in on July 1, 2019.
- Salma working on creating new information slides for the bulletin board.
 - Salma Chiu stated that she will be working on creating some new information slides.
- Will call next committee meeting once some questions are answered and a direction is set in order to make sure all volunteers are on the same page.

• **Newsletter Committee:** *Elizabeth Llorente*

- Printed copy assembled by Michael likely to end – ideas for potential solutions to please senior citizens?
 - Mr. Carelli stated that he will try to continue the printed Newsletter copies. Mr. Carelli stated that perhaps the new summer intern can assist with this task as well. Ms. Chiu stated that she is willing to help and asked that Michael reach out to her with the newsletter print template.
- Policies and procedures will need to be set for submissions – some organizations requesting a large amount

of articles to be shared in the Newsletter.

- Chairman Ryan Schwertfeger stated that the Newsletter Committee should set some guidelines and rules on how many fliers and articles different Borough organizations and commissions can submit to the Newsletter Committee for consideration. Ryan stated that he will create some guidelines with Liz and then they will send them out via mass email to all Departments and Boards. Ryan agreed with Michael that only 3 submissions per is plenty.
- **Website/Social Media Committee: Alex McVeigh**
 - Alex McVeigh suggested dissolving the website and social media committee because they do not serve a purpose anymore as Mr. Carelli handles all website and social media postings for the Borough. Mr. McVeigh suggested a complete disbanding of the committee. Councilman Kulmala brought up why the committee was created in the first place, and that was because back when Mr. Carelli was not handling the social media accounts, the Borough did not have an active social media presence on Facebook or Twitter. Councilman Kulmala furthermore stated that the original intent of the committee was to do the postings themselves and research what social media platforms work best for the Borough. Mr. McVeigh agreed, but still suggested disbanding the committee. Chairman Ryan Schwertfeger suggested leaving the committee as-is because the Borough Council just amended and ratified the OCC's new by-laws, and did not want to upset the Borough by having to amend them again. Mr. McVeigh agreed to leave the committee as-is and not meet unless needed due to new social media platforms becoming available for the Borough. Chairman Ryan Schwertfeger stated that the website and social media committee should only meet in January for a reorganization meeting, and then meet as needed throughout the year. Mr. McVeigh agreed.
- **Review Committee: Ryan Schwertfeger**
 - No report.

OLD BUSINESS

- New bulletin board progress update and discussion – Control Room Engineer Fred Birks

NEW BUSINESS/DISCUSSION ITEMS

- Purchase OCC Banner for use at events, upcoming carnival? – Ryan and Michael
 - Mr. Carelli stated that he has been working on getting quotes and finalizing the design for the OCC table banner. Mr. Carelli stated that the estimated cost is \$50.00-\$100.00 for a banner. Mr. Carelli stated that he will have the design finalized shortly and will let Ryan know when complete. The Commission agreed that the price was good. No objections.
- Volunteer Application efforts – Review potential products for mini fridge, microwave, and Keurig Machine
 - No report

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- May 26 – Memorial Day Parade
 - Chairman Ryan Schwertfeger stated that he is waiting to see if TV Committee Chairman Jim Barry can cover the parade. If not, possibly Benjamin Good can cover.
- Mid-June – Oakland Carnival – Do we want to have a table? Who is able to sit at the table?
 - Chairman Ryan Schwertfeger stated that he will not be able to sit at the OCC Table for the entire carnival due to sitting at the Dog Park table as well. Ryan stated that he will do his best to man both tables. Ms. Llorente stated that she will be available on the Saturday evening. Ms. Carrera stated that she will be there at the Rotary table, and will try to fill in/stop by.

- July 8th, September 9th, November 4th – Next OCC Meetings

Motion by Patricia Carrera seconded by Alex McVeigh to adjourn meeting.

MEETING ADJOURNED AT 9:26 P.M.

THE NEXT MEETING WILL BE HELD ON MONDAY JULY 8, 2019 AT 7:30 P.M. AT THE OAKLAND BOROUGH COUNCIL CHAMBERS, 10 LAWLOR DRIVE, OAKLAND, N.J.

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 --	End of
Commissioner --	End of
Alternate Commissioner 1: Patricia Carrera	End of 2020
Alternate Commissioner 2: Salma Chiu	End of 2022