



# 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 5/4/2020

**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**

- **OLPH Mass:**
  - Chairman Ryan Schwertfeger gave an update on the status of OLPH masses airing on Oakland TV. Ryan stated that since the last OCC meeting, the Borough Administrator and Mayor determined that OLPH was in violation of the OCC bylaws and felt it was unclear if religious programming was allowed to air on a government channel, so OLPH was not allowed to air their Mass on Oakland TV.
  - Ryan stated that Mayor Schwager asked Ryan to notify OLPH of this, and Ryan stated he would do so and explain to OLPH that this was the Borough's decision, not the Communications Commission's decision. Ryan notified OLPH and told them to contact the Borough with any questions or comments.
  - Ryan stated that on March 31, 2020, Mayor Schwager notified the OCC that it was okay that OLPH resumes airing their mass on Oakland TV at least while the COVID-19 crisis is on-going, and that the OCC should re-examine their by-laws in the near future while the Borough Attorney would look into the programming rules from other towns.
  - Ryan stated that the Borough Attorney notified Ryan that the OLPH mass and other religious programming may air on Oakland TV in accordance with FCC guidelines. Ryan stated that the day after the decision by the Borough Attorney, Ponds Church also expressed interest in broadcasting their services on the air.
  - Junior Member Good and Chairman Schwertfeger reached out to Don Burns, the volunteer who is responsible for airing the OLPH Mass recording on Oakland TV, and Don was willing to do both OLPH and Ponds Church until the pandemic is over, at which point, Ponds will offer up two volunteers to join the TV Committee and get training for uploading the programs on their own. Ryan explained that Don had notified the OCC about a year ago that he is looking to retire from the position and that while he will continue assisting for the near future, very soon, the OCC needs to figure out who exactly will be uploading the

religious content.

- Control Room Upgrade Timeline Update:
  - Chairman Schwertfeger stated that the Control Room Upgrade has been added to the Borough's capital plan for inclusion in the 2020 Municipal Budget. Ryan stated that the Borough Capital Budget is usually passed in July and expenditures are allowed starting in August.
  - Ryan stated that he, TV Chairman Jim Barry, and former Control Room Engineer Fred Birks met with Borough Administrator Richard Kunze, Jimmy McWilliams from DPW Buildings and Grounds, and Borough Administrator Assistant Michael Carelli to determine a timeline for the control room upgrade. It was determined in the meeting that the upgrade would most likely be able to take place in January/February 2021 due to the DPW being busy to assist in the summer "outdoor" months. Ryan stated that he and Michael Carelli would begin the purchasing end of the upgrade in the fall of 2020 to prepare for the installation in 2021.
- Control Room Manager Search (to replace Fred Birks):
  - Chairman Schwertfeger stated that he and Michael talked over the phone with 2 individuals who were interested in the position. One had received a tour of the control room before the pandemic struck, whereas the other still has not and will receive a tour once conditions improve. Ryan stated that they are waiting on formal proposals from the individuals and once we get the proposals that the Borough would issue a purchase order and hire someone to take over the position. The position does not need to be voted by OCC per Michael. Ryan said that by the next OCC Meeting, we should have received the proposals and hired or would soon be hiring the new Control Room Engineer.
- This Week in Oakland Program:
  - Chairman Schwertfeger thanked the volunteers who have submitted content for "This Week in Oakland". Ryan stated that Episode 2 is now on Oakland TV and on the Borough's YouTube Page. The team was editing Episode 3 and 4 and taking submissions looking ahead to future episodes.
- Thank you to Volunteers – OCC responds to COVID—19.
  - Chairman Schwertfeger thanked the OCC members for their work in covering what was going on locally with the coronavirus epidemic and for being flexible with the rapidly changing news. He said that they should all be proud of what they've done and how the decisions they have made in the last few years are really proving themselves now during this immense time of need, pointing out the increased use of Constant Contact, the TV Channel, and the Borough YouTube account.

## **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.

No members of the public present wanted to speak.

## **APPROVAL OF MINUTES**

- January 6, 2020 Minutes Approval
- Motion by Andrea Levy, Second by Jim Barry, ALL IN FAVOR
- March 2, 2020 Minutes Approval – HELD FOR NEXT MEETING
  - Chairman Ryan Schwertfeger stated that Michael did not have a chance to do the minutes for March due to the Coronavirus crisis and asked that they be held until next meeting for approval.

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

- Michael Carelli, Assistant to the Administrator:

- Google Drive Update
  - Michael Carelli stated that he expects Google Drive to be completed within a week or two. Michael stated it has been a long road with having to abide by Borough purchasing procedures and trying to get the vendor to comply with the Borough's purchasing rules. Ryan agreed but noted it will be worth it for everyone and the public once expanded storage space is available.
- ZOOM & TV Committee
  - Michael Carelli stated the Borough is using ZOOM for remote meetings and that any of the OCC committees has authorization to use the Borough's ZOOM Account for a meeting.
- Councilman Van Eck:
  - OLPH Mass Feedback and Status:
    - Councilman Van Eck stated that the Borough's Budget should be adopted soon.
    - Councilman Van Eck stated that he drafted a resolution for the next Mayor and Council Meeting which addresses the low quality resolution output by Altice (Cablevision). Councilman Van Eck stated it will be on the next Mayor and Council Agenda for May 13, 2020. Jim Barry thanked Grant for his work on this and expressed that the quality upgrade is needed very badly. Jim explained to the Commission that even if we got new cameras, the output is bad still. Ryan explained that with the proposed upgrade, the production quality would improve, but the quality would show itself more on Verizon and via online streaming, but with the low-quality output of the channel by Altice, Oakland TV's quality still be less than optimal by 2020 standards.
    - Councilman Van Eck suggested to invite Ponds Church to a future OCC meeting to discuss their process for recording.

## COMMITTEE REPORTS

- **TV Committee:** *Jim Barry*
  - Jim thanked the entire TV Committee and volunteers for their work on This Week in Oakland.
- **Bulletin Board Committee:** *Salma Shamy*
  - Remote Access Update:
    - Salma stated that she has been updating slides for the grocery stores in town.
    - Salma asked Ryan on the status of remote access. Ryan stated that he is working with Police IT Manager Vinny Dies on remoting into his desktop to fix the issue they were having with getting remote access up and running. Ryan said he should hear from Vinny soon and would expect that once resolved, remote access privileges should be provided shortly thereafter.
- **Newsletter Committee:** *Elizabeth Llorente*
  - Sponsorship for Newsletter
    - Michael proposes a monthly sponsorship for the Borough Newsletter. One large ad each edition for \$50 per month at the bottom, and 2 small ads for \$25 each per month. Ads would only be given to Oakland based businesses. If sold out each month, OCC would generate \$1,200 each year, which would be enough to pay for Constant Contact and give some money to the Commission to spend on what they see fit. Michael would have to ask Borough Administrator Kunze if funds can be used for OCC or if the advertisement monies would have to go into the Borough General Fund.

- Salma and Alex added that they would like to see some more information on it, perhaps what other towns are doing. Michael stated that in Riverdale where he is a volunteer, they have ads in the Newsletter, and he can bring a copy to the next meeting.
- Salma suggested discounted rates for Oakland non-profit organizations.
- Ryan asked if Michael can bring examples, talk to Borough Administrator Kunze and put together a report for the Commission for next meeting to consider this idea.
- **Website/Social Media Committee:** *Alex McVeigh*
  - No report
- **Review Committee:** *Ryan Schwertfeger*
  - No meetings – no report.

## OLD BUSINESS

- **OCC By-laws Review, Discussion, Possible Vote**
  - Chairman Ryan Schwertfeger stated that the updated by-laws were presented to the Commissioners ahead of the meeting.
  - There was a discussion on how the OCC determines the order in which candidates for local office are filmed for the Candidates' Forum and how the OCC would determine a fair and equal way of going about this for both the candidates and the volunteers involved.
    - Jim Barry asked how the OCC determines who would pick out of a hat first to determine the order. Jim stated that we need a fair and open process on how we determine who picks first which determines the order of the recordings. There was a discussion of drawing numbers out of a hat.
    - Ryan suggested grouping the recordings by office being sought and political party.
    - Ben Good asked how OCC would determine who "puts their hand" in the basket first. It needs to be fair to everyone and no bias. Ryan stated that all numbers are randomized in the hat for selection.
    - Andrea Levy suggested drawing sticks and stated that we should section each office sought during specific times so people are not waiting around all day to record. She suggested Mayoral candidates could be recorded between 12-1, Council candidates are recorded between 1-2, etc.
    - Ben Good asked how local School Board candidates would participate if their election is in April. Ryan stated we only record for the November election, which is the Regional District Board of Education. He noted that if Oakland switched the school board election to November, then they would qualify to participate in the Candidate's Forum. Ryan stated that having the bylaws this way ensures we do not have to change it in the future.
  - Jim Barry suggested that Section 5.6 be changed to not include labor and material, but only materials. Ryan will work on pricing for fee and talk to Michael and Borough Administrator Kunze on the council adopting a programming fee.
  - After further discussion, it was agreed to change the bylaws for the OCC political programming section and note that candidate segments shall be recorded and broadcast together by office being sought and the order should be determined by lot.
  - Ryan suggested adding to the bylaws that candidates should expect recordings to begin at noon and to be on time and the exact order of scheduling everyone to be determined by the TV Committee.
  - Ben suggested put in the wording "attend or you won't be recorded".
  - Jim wants less conflict the next time the Forum happens as it was hectic and got very political last year which he did not appreciate. Jim suggested we may need to research into other

- towns and how they do it.
- Liz stated she had a hard time following the discussion and deferred to Jim and TV Committee because they are the ones most involved with this program.
- Alex stated he trusts the TV Committee on figuring out this one line of the bylaws and that they should determine the schedule. Alex suggests the TV Committee decide the verbiage and let them have the final word on it.
- Patricia agreed with Andrea and Alex. The Commission can't address every little item.
- Salma stated that she agrees with Jim's concerns. Salma agreed with Alex's point that the TV Committee should have final say on matters regarding political programming and to let them determine the wording of the scheduling part of the bylaws related to Candidate's Forum.

#### VOTE TO ADOPT OCC BY-LAWS WITH AGREED UPON CORRECTIONS, AND TV COMMITTEE INPUT:

- Motion: Jim Barry
  - Second: Alex McVeigh
  - All in Favor: Ryan, Andrea, Patricia, Liz, Salma
  - Abstain: None
  - Nay: None
- Reach out to High Schools and local colleges – Ryan
    - Chairman Ryan Schwertfeger stated this is on hold because of COVID—19.

#### NEW BUSINESS/DISCUSSION ITEMS

- Chairman Schwertfeger simply noted that better Communication between the Borough and OCC would be appreciated but understands it can be tough during a crisis. No further comments were made.

#### UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- This Week in Oakland will continue approximately every week/every other week until things get back to normal or we run out of content. Please keep submitting!
  - Chairman Ryan Schwertfeger stated that This Week in Oakland will continue to be filmed and broadcast as long as the TV Committee has content and/or things get back to normal. Ryan thanked the volunteers and everyone in Oakland for their work and submitting content.

#### MEETING ADJOURNED: 9:44 p.m.

- Motion: Andrea Levy
- Second: Salma Shamy
- All in Favor

**THE NEXT MEETING WILL BE HELD ON July 6, 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