

**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:** Eric Kulmala

Oakland Communications Commission Minutes: *11/4/2019*

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

**ROLL CALL**

Present: Chairman Ryan Schwertfeger, Vice Chair Liz Llorente, Patricia Carrera, Alex McVeigh, Andrea Levy, Salma Shamy.

Absent: Jim Barry, Council Liaison Eric Kulmala

**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**

* ID’s for Volunteers
  + Michael stated that I.D. for Volunteers in coming shortly. An email notification will be sent.
* Reminder to current term commissioners that you need to fill out your paperwork if you want to re-up. If you want to be a Junior Member put in paperwork before years end for 2020
  + Chairman Schwertfeger stated that Andrea, Patricia, and Liz all have to submit a citizen leadership form to the Borough Clerk’s Office as their terms are expired at the end of this year.
* Volunteers Needed
  + As always, volunteers are needed for the OCC, especially the TV Committee. Ryan thanked the member in the audience for attending tonight’s meeting and expressing interest in serving on the Communications Commission.
* 2020 Meeting Dates for Borough Calendar
  + Approval of 2020 Meeting Dates for the purpose of the new Borough Calendar:
    - January 6, 2020
    - March 2, 2020
    - May 4, 2020
    - July 6, 2020
    - September 14, 2020
    - November 2, 2020
  + All meeting times will take place at 7:30 p.m. in the Borough Council Chambers, 10 Lawlor Drive, Oakland, NJ 07436.
  + Motion: Andrea Levy…. Second: Patricia Carrera… All in favor.
* Review Committee Assignment: Section 8 of OCC bylaws (Political Programming) to see if any changes should be made.
  + The Candidates Forum, open to all candidates running in that year’s Borough election, was filmed in early October 2019. Chairman Schwertfeger stated that there were issues choosing a date that worked for all after about a month of back and forth emails. Once a final date was chosen, both Mayor Schwager’s Campaign and Councilman Knapp’s campaign had issues with the date chosen to film. Ryan and the Television Committee were able to accommodate Mayor Schwager’s Team, however a date could not be agreed upon with Councilman Knapp’s campaign. Finding a workable date has apparently been a problem in years’ past and it became very evident that the current process is not suitable for the candidates nor the OCC and OTC.
  + Chairman Schwertfeger also stated that Political Programming, separate from the Candidates Forum, is allowed on Oakland TV and that it is spelled out in the bylaws. A misunderstanding of the by-laws and rules for the programming took place in that Mayor Schwager’s campaign took issue with a submittal by Mayoral challenger Eric Kulmala, thinking the program was not allowed to air, when the program in question was suitable for air per the bylaws. At the same time, Chairman Schwertfeger stated that he made an error in his interpretation of the bylaws and aired the submitted program six days too early. Chairman Schwertfeger stated that the programming clip in question was temporarily removed from the air a few days later when the error was made known and then broadcast again on the date it should have commenced airing, according to the correct reading of the by-laws.
  + Chairman Schwertfeger asked the Review Committee which is made up of Alex McVeigh and Liz Llorente and himself to review the section of the by-laws that deals with Political Programming (Section 8) and present any findings and recommendations at the January 2020 OCC Meeting. Ryan advised that he would give Liz and Alex his opinion on what he thinks should be done, but because he was involved in the issue at hand, he would let Liz and Alex present a final opinion and course of action on their own. Liz and Alex agreed and said they will work on it.

**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.

* 1 member Present – did not wish to speak.
* Motion to Close: Andrea Levy…. Second Patricia Carrera…. All in Favor

**APPROVAL OF MINUTES**

* September 9, 2019 Minutes Approval
  + Motion: Alex McVeigh… Second: Andrea Levy…. All in Favor

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

* Borough Calendar Update
  + Michael Carelli stated that the Borough Calendar has been a lot of work but it is in the final stages of production. Michael thanked all of the town boards and departments for their participation in the calendar and he hopes the residents enjoy it and find it useful.
  + Michael stated that he will share the final draft when ready for printing.
  + Michael stated that he had to leave early and exited the meeting at 7:56 p.m. and Andrea Levy took over note/minute taking.
* Remote storage/online submittal update.
  + Chairman Schwertfeger stated that we are in need of expanding our Google Drive Cloud Storage for volunteers. The issue is that we are unable to identify a third party vendor and a company who will accept a purchase order. Google only takes credit cards. Michael will continue looking into other potential vendors to provide Google Drive to the OCC.
* Year End Newsletter Review of Top Stories?
  + Chairman Schwertfeger stated that Michael brought up publishing a year-end top stories Newsletter for the Borough. Newsletter Committee Chairperson Liz Llorente stated that she thinks it is a good idea and that she would like to see a printed edition for the seniors.

**COMMITTEE REPORTS**

* **TV Committee:** *Jim Barry*
* Chairman Schwertfeger stated that the TV Committee needs money to do a necessary upgrade for cameras.
* Chairman Schwertfeger stated that we cannot do this in pieces and all work needs to be done at once to work due to compatibility issues.
* An upgrade is needed for camera and control room equipment.
* Chairman Schwertfeger stated that in order to upgrade to HD, there are franchise fees to Verizon and Cablevision of $14,000 per year. The OCC hopes to tap the resource the Borough receives to put that towards needed upgrades.
* **Bulletin Board Committee:** *Ryan Schwertfeger*
  + Chairman Schwertfeger stated that we are going to send a letter to the Borough Administrator to fund remote access for the Bulletin Board.
  + Patricia Carrera stated that she felt the bulletin board quality on the TV was poor.
* **Newsletter Committee:** *Elizabeth Llorente*
  + No report
* **Website/Social Media Committee:** *Alex McVeigh*
* NJ Public Information Contest – The Borough received an Honorable Mention!
  + Chairman Schwertfeger stated that Oakland Borough was named an honorable mention in the NJ Public Information Contest! The Borough is named as an honorable mention in the NJ League of Municipalities Magazine in November 2019, and receives a certificate to be hung in the Borough Hall Lobby.
* Borough App Update
  + Chairman Schwertfeger stated that in order for the Borough to pursue an app we need would need to use another vendor for our Borough website or upgrade our website which is very costly. So therefore, there is no app in the near future.
* **Review Committee:** *Ryan Schwertfeger*
* Review Section 8 of OCC bylaws (Political Programming) to see if any changes should be made - namely for Candidate's Forum to set a specific date to hold the Forum to avoid the political back and forth of trying to find a date. Committee can also examine what other towns do per political programming and offer any suggestions if they have any on that front.

**OLD BUSINESS**

* Salma Shamy stated that Rose Curry from the Oakland Library stopped sending events for the Bulletin Board. Salma said she will check and also put up a volunteer sign at the Library.

**NEW BUSINESS/DISCUSSION ITEMS**

**•** Budget and Capital Review

* + Chairman Schwertfeger stated that Control Room Engineer Fred Birks noted his intentions of retiring at the end of 2019. We would need to look into vendors to take his place. However, an upgrade would make the Control Room easier to maintain. Fred’s stipend is $5,100 per year, and that same amount would go towards control room maintenance. Chairman Schwertfeger stated that he is reaching out to other towns for information on how they contract for the same service. Ryan explained the different parts of the proposed budget, from operating costs to the capital requests.
  + The budget and capital expenditure proposals were approved unanimously.

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

* Christmas Tree & Menorah Lighting Ceremony – Filming?
  + The OCC will be present at the event to take photos.

**MEETING ADJOURNED at 8:47 p.m.**

* Motion to Close: Alex McVeigh…. Second: Patricia Carrera… All in Favor

**THE NEXT MEETING WILL BE HELD ON *January 6, 2020* AT *Borough Council Chambers, 10 Lawlor Drive, Oakland, NJ 07436.***

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| Commissioner Jim Barry | End of 2021 |
| Commissioner Liz Llorente | End of 2019 |
| Commissioner Alex McVeigh | End of 2020 |
| Commissioner Ryan Schwertfeger | End of 2020 |
| Commissioner Andrea Levy | End of 2019 |
| Commissioner -- | End of |
| Alternate Commissioner 1: Patricia Carrera | End of 2019 |
| Alternate Commissioner 2: Salma Chiu | End of 2020 |
| Junior Member | End of 2019 |