



# Oakland Communications

**Chairman:** Ryan Schwertfeger  
**Vice Chairman:** Elizabeth Llorente  
**Secretary:** Vacant  
**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 11/2/2020

**MEETING CALLED TO ORDER: 7:32 P.M.**

### **ROLL CALL**

Present: Commissioner Ryan Schwertfeger, Vice-Commissioner Liz Llorente, Salma Shamy, Alex McVeigh, Jim Barry, Benjamin Good, Andrea Levy, Patricia Carrera, Council Liaison Grant Van Eck, and Borough Administrator Assistant Michael Carelli present. Michael Carelli noted that he has to leave early due to work circumstances for election day. No members absent on roll call.

### **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**

- Commission Vacancies and Volunteers Needed:
  - Chairman Schwertfeger stated that two commissioner spots remain open. To those interested, you may submit a Citizen Leadership Form to the Borough Clerk's Office, 1 Municipal Plaza, Oakland, N.J. 07436, or scan and email to Borough Clerk Lisa M. Duncan at [boroclerk@oakland-nj.org](mailto:boroclerk@oakland-nj.org). If you would like to learn more about the Communications Commission, contact Chairman Ryan Schwertfeger at [occ@oakland-nj.org](mailto:occ@oakland-nj.org).
  - Renewing Commissioners need to submit forms found on website by first Wednesday meeting in January.
- Control Room Upgrade Progress:
  - Chairman Schwertfeger stated that he is communicating with the principals involved to move the renovations forward; he further stated that we are on target and that new lights are installed he expressed excitement.
- 2021 Meeting Schedule:
  - Chairman Schwertfeger stated that the OCC will continue to meet the first Monday of every other month with only a few exceptions due to calendar conflicts. Motion to accept by Commissioner Jim Barry and seconded by Commissioner Andrea Levy. All in favor.
- 2020 Candidates Forum:
  - Chairman Schwertfeger stated that they went smoothly and were pandemic safe. They were well-controlled and worked out well.
- Remote Access for Bulletin Board:
  - Chairman Schwertfeger stated that Ryan and Patricia are approved and Salma and Jim are awaiting approval; he further stated that other Oakland groups and organizations are also being encouraged

to seek access.

## **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.

Motion to open to the public made by Commissioner Jim Barry and seconded by Commissioner Andrea Levy. All in favor.

- Oakland resident Randy Pierce of 100 McNamee Street:
  - Mr. Pierce introduced himself and expressed interest in joining the Communications Commission as a volunteer. Councilman Van Eck thanked Mr. Pierce for stepping up and wanting to be a part of this group.

Motion to close the public portion made by Commissioner Jim Barry and seconded by Commissioner Andrea Levy. All in favor.

## **APPROVAL OF MINUTES**

- September 7, 2020 Minutes Approval:
  - Commissioner Ryan Schwertfeger asked for a motion to approve Meeting Minutes from September 7, 2020. Motion to approve made by Commissioner Jim Barry and seconded by Commissioner Andrea Levy. All in favor.

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

- Councilman Grant Van Eck:
  - Borough Calendar:
    - Council Liaison Grant Van Eck proposed that commissioners challenge themselves to sell sponsorships to the calendar. Council Liaison Grant Van Eck also recommended converting the Borough Calendar to a digital format. Borough Administrator Assistant Michael Carelli acknowledged and stated that he will look into this for next year. A PDF copy has been posted on the Borough Website, [www.oakland-nj.org](http://www.oakland-nj.org).
  - Verizon and Altice Issues in Oakland:
    - Councilman Van Eck stated that we are working with Senator Cardinale and Assemblyman Robert Auth's Legislative Aide, Jack Fornaro in an effort to improve the resolution of our TV signal on the broadcast services. Councilman Van Eck further stated that this issue is shared with other municipalities and is hoping to combine with them to make it a state wide issue and push for bipartisan support.
- Borough Administrator Assistant Michael Carelli:
  - Google Drive Update:
    - Michael Carelli stated that the vendor who provided Google Drive storage is not working out in the process of selecting new vendors is underway.
  - Borough Calendar and Information Guide:
    - Michael Carelli explained that the borough calendar has a new format it is smaller and more reader/user-friendly with more photos. He expects the Mayor and Borough Council will approve it in the first December meeting. Sponsor spots in the calendar are nearly sold out. Michael Carelli stated that he is working on 2021 meeting dates and times for inclusion in the Borough Calendar.
  - Borough Website E-Forms:
    - Michael Carelli also stated that there are no updates on the e-forms.
  - Borough Newsletter Registration Box:

- The sign-up boxes via emails submitted on paper has been tabled by the borough administrator -the thinking is that online is preferred and paper would be redundant; saving costs.
- 2021 Budget:
  - Michael Carelli also stated that leftover monies in the budgets are recaptured and applied to the general funding of Oakland's overall budget.
- Music Submissions:
  - Michael Carelli deferred to Chairman Ryan Schwertfeger regarding the background music submissions program.
- NJ League of Municipalities 'Show off your City' Contest:
  - Michael Carelli stated that the borough submitted to the New Jersey league of municipalities' public information contest for best overall media and best social media content. A decision should be announced in the coming weeks.
- NJ Public Information Contest:
  - Michael stated that in his opinion "we are really doing a good job" -last year we received honorable mention and he's hoping for more honors this year
  - He then apologized for having to leave the meeting early to be at work at 4 am for election duties.

## COMMITTEE REPORTS

- **TV Committee:** *Jim Barry*
  - Commissioner Jim Barry stated that volunteers are still needed for the TV Committee for filming Borough Council meetings and events. If interested, contact the Communications Commission at [occ@oakland-nj.org](mailto:occ@oakland-nj.org), or fill out a Volunteer Interest Form found on the Borough Website, [www.oakland-nj.org/communications-commission](http://www.oakland-nj.org/communications-commission).
  - Commissioner Jim Barry stated that he is seeking feedback to improve the candidate's forum and also stated that it went well and noted they use a different technique using the Panasonic cameras to help make a more efficient use of the volunteers time. Commissioner Jim Barry thanked the committee members for their efforts. Commissioner Barry stated that the control room upgrade could coincide nicely with the proposed resolution upgrade.
  - Commissioner Jim Barry also stated that Oakland resident and local historian Jerri Angermueller had footage of the Korean Presbyterian Church that someday may be made into a history segment for Oakland TV and the Borough YouTube Channel.
  - Commissioner Jim Barry also acknowledged Bill Sisti for his efforts in videotaping the Stream House demolition addressed by Mayor Schwager. This also may be part of some future segment produced by the committee.
  - Vice Chairman Liz Llorente suggested that the story of the Stream House also be incorporated into a future Borough Newsletter.
  - Commissioner Jim Barry also acknowledged Chairman Schwertfeger and Police Department IT Manager Vinnie Dies' efforts that helped solve technical issues just before the start of the last Mayor and Council meeting.
- **Bulletin Board Committee:** *Salma Shamy*
  - Remote Access Update:
    - No updates.
- **Newsletter Committee:** *Elizabeth Llorente*
  - Borough Newsletter Update:

- Vice Chairman Liz Llorente stated that the newsletter is always looking for new volunteers and ideas one of several new potential volunteers did a story for the newsletter. Vice Chairman Liz Llorente stated that she was pleased that a professional contributed to the newsletter and hopes to see more work from this individual.
- Borough Administrator Assistant Michael Carelli reports several people complained about not having a printed newsletter, especially senior citizens. Further options are being explored.

- **Website/Social Media Committee:** *Alex McVeigh*

- No reports.

- **Review Committee:** *Ryan Schwertfeger*

- No meetings – no report.

## **OLD BUSINESS:**

## **NEW BUSINESS/DISCUSSION ITEMS:**

- New Programs for 2021:
  - Chairman Schwertfeger checked in with Commissioner Jim Barry and they reported no progress as of yet. Michael Carelli suggested modeling programming after Montclair Township, which played Halloween movies and employee spotlights. Michael Carelli suggested that we might be able to play Christmas movies and that will be looked into in regards to licensing.
- Music Submissions:
  - Chairman Schwertfeger has discussed the music issue with the Borough Administrator, the Borough Attorney and Administrator Assistant Michael Carelli. He is uncertain if we can play music channels for background on Oakland TV indefinitely it is currently permissible but not when it is streaming. We are waiting to hear from the borrower attorney for more clarification.
  - Schwertfeger suggested looking for original music from the community with Commissioners McVeigh and Levy. Looking for contributors from schools was suggested and the other commissioners agreed.
  - Commissioner Andrea Levy discussed the challenges of presenting Flow Follies during the pandemic. She expressed hope that on this, the 35th anniversary year of the program, that we could broadcast some of the older Flow Follies that are in our archives.
- 2021 OCC Budget:
  - Chairman Ryan Schwertfeger presented the 2021 Budget to the Commission Members. The Capital Project Submission remains the same as it has for the last few years in regards to the fiber loop project.
  - Chairman Ryan Schwertfeger stated that he will be looking to integrate cameras in the fiber loop that the borough proposes to connect various public places and schools. Chairman Schwertfeger asked if there are any additional funds the committee heads may need.

- Chairman Schwertfeger stated that the storage closet contained many boxes (around 160 special programs) of archived programming on VHS and DVD. He stated that we are currently seeking estimates to convert these to DVD or digital formats.
- Commissioner Schwertfeger stated that some of the vendors were so expensive as to be out of the question and the rest are up for discussion at tonight's meeting. Commissioner Alex McVeigh began a discussion to understand more about the process. Chairman Schwertfeger explained the particulars. Michael Carelli fought through some technical issues to explain the details of selecting a vendor for this project.
- Chairman Schwertfeger and Commissioner McVeigh also began a discussion regarding the budget for the costs of viewing streamed content. Chairman Schwertfeger clarified the details as to how the costs are calculated.
- Chairman Schwertfeger polled the commission and they were in agreement regarding the proposed budget.
- Commissioner Andrea Levy proposes that the conversion of archival content be digital only- other commissioners concur.
- Chairman Schwertfeger says he will ask Michael Carelli to find out the costs of digital only conversion.
- Chairman Ryan Schwertfeger asked for a motion to approve the 2021 OCC Budget. A motion was made by Vice Chair Elizabeth Llorente and seconded by Commissioner Jim Barry. All in favor.
- Chairman Ryan Schwertfeger will send the OCC budget submission to the Chief Financial Officer David Young and the Borough Administrator Richard Kunze.

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Motion to open to the public made by Alex McVeigh and seconded by Andrea Levy. All in favor.

No members of the public present.

Motion to close the public portion made by Andrea Levy and seconded by Jim Barry. All in favor.

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

- Christmas Tree and Menorah Lighting Ceremony:
  - Chairman Ryan Schwertfeger asked Commissioner Jim Barry to reach out to TV Committee members for the Christmas tree and Menorah Lighting Ceremony coming up next month.

## **MEETING ADJOURNED: 8:45 p.m.**

Motion to close by Commissioner Levy and Seconded by Commissioner Barry. All in favor.

**THE NEXT MEETING WILL BE HELD ON *January 19, 2021* via ZOOM Video Conferencing**

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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