



Oakland Communications

Chairman: Ryan Schwertfeger

Vice Chairman: Jim Barry

Secretary: Wendi Seelin

Commissioners: Amy Eilert, Andrea Levy, Kris Pawelko, Kerri Sirinides, William Sisti

Alternates: Patricia Carrera, Salma Chiu

Council Liaison: Kevin Slasinski

Junior Member: Benjamin Good

Oakland Communications Commission Minutes: 7/10/2023

MEETING CALLED TO ORDER 7:33 PM

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.

ROLL CALL

ALL COMMISSIONERS PRESENT UNLESS NAME LISTED BELOW. IF LATE, WHAT TIME COMMISSIONER ARRIVED. IF LEFT EARLY, WHAT TIME COMMISSIONER LEFT THE MEETING.

Chairwoman Levy, Chairwoman Pawelko, Alt 1 Carrera, Alt 2 Shamy, Borough Clerk Michael Carelli

Motion to Excuse by Commissioner Eilert, Seconded: Commissioner Sisti

ALL IN FAVOR

CHAIRMAN'S REPORT

- Carnival Recap
 - About 30 bags were given out, 2 potential volunteers, possible TV sponsorship interest by the Elks. Thank you to all who came to help with the Carnival, the weather was not the best, people seemed to have a good time. Would like to consider a different item: people have a lot of bags.
- JAG Conference
 - Chairman Schwertfeger went for Roseland and Oakland and Commissioner Sisti attended the event strictly on behalf of Oakland. Met CEO of Telvue, runs the company that creates the programming box we will probably switch too. Met Marilyn Davis from Altice she had some information to share. Commissioner Sisti will report.
- JAG Award Winner
 - OCC won a JAG Award recognizing Ben Good for his video submission. The audience was surprised that it was shot and edited by a young person. Congratulations to Ben for a great job.
 - Ben thanked everyone for their help and support.
- Recap of Second Meeting of Five-Year Plan Ad-Hoc Committee
 - Had the 2nd meeting of the Ad-Hoc Committee. Only Jim, Kerri, and Jim in attendance, halfway along. The new 5-year plan replaces the current 5-year plan.
- Committee Meetings - Please Inform Deputy Clerk and Chairman Going Forward
 - Please inform the Clerk and Chairman when you have meetings. Wendi is available to help you with agendas etc.

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 Skip as no audience was present: Commissioner Barry, Second: Commissioner Sisti, ALL IN FAVOR**

APPROVAL OF MINUTES

- May 2023 Meeting Minutes
 - **Motion: Commissioner Barry, Second: Commissioner Sisti, ALL IN FAVOR**

THE BOROUGH REPORT

BOROUGH ADMINISTRATOR DESIGNEE, OCC SECRETARY & BOROUGH COUNCIL LIAISON

- VHS Tape Disposal – Done
 - Disposal is done, Phase III is ready to move forward
- Capital Budget Approval
 - Approved 8000.00 Jim has a list. He will send over items to be ordered. Working with Nick Crandall VSA
- Quotes for Senior Center Camera Project - Secretary Seelin
 - Neil gave us the quote; Wendi will upload it to the drive.
- Fiber Loop Completion Update - Council Liaison Slasinski
 - Councilman Slasinski spoke with Mr. Kunze and stated that in September the borough will be working with Vincent Dies in IT. They are trying to save money and do it on their own but due to regulatory issues needing to restart the outside option, no idea of a date to expect completion.
- Bulletin Board Advertising Regulations Update After Receiving Opinion from Borough Attorney - Council Liaison Slasinski
 - Please submit an advertisement to the council for consideration.
 - Councilman Slasinski stated there is no room on the utility bill to add anything about sponsorship, but maybe put it on the tax bill, will need to see if there is a charge and how to design.
- Chairman Schwertfeger is looking for grants, nothing is working out, and we did not get approved for the AARP grant.
 - Secretary Seelin will ask her niece Kristy about grant prospects.
- Chairman Schwertfeger asked councilman Slasinski to inquire with CFO Mr. Young about refunds for road paving that might be able to be given to the OCC

COMMITTEE REPORTS

- **Television Committee: Jim Barry**
 - TV Sponsorship Program (Ready to launch? Letter to nonprofits and businesses approved. Promotional plan? Example video of what sponsorship will look like?)
 - Ben is preparing a video, which will be ready soon. Video will be for the sponsor before the show or after- if interested you can go to the website to see what it will look like. It will be before and after programming.
 - JAG Television Conference Recap and Thoughts - Bill Sisti
 - Commissioner Sisti reported on the JAG Series of seminars of different products that are out there. The main subject was the TelVue Box, Wendi is working on pricing that out now. Chairman Schwertfeger and Commissioner Sisti met the Altice representative Marilyn Davis and she gave information about funding. Unfortunately it didn't work out. Commissioner Sisti stated great job to Ben for his award on filming. A lot of towns have paid departments and are not all volunteer. The Television Committee also won an award for Christmas Parade Production.
 - LocalBTV Statistics
 - Data is confusing. We would like the provider of the data to provide an explanation of the charts and what they mean.
 - Review the data, good to get feedback, who's watching and how long are they watching, use stats to find people. Find out what signed up never used. Ask BTV Rep Kurt to please summarize report
 - Recreation Games on Oakland TV
 - Commissioner spoke with Rec Commissioner and Mr. Catalano, will be able to shoot and air games. Would be nice to have an announcer.
 - *Exploring Oakland* Program Update – Benjamin Good
 - The Ludo Wilkens Episode is almost done. Trying to make it longer needs 30-60 minutes, at 15 right now. Jerry provided new imagery; Commissioner suggested national ads for Buffer
 - *Oakland Archives* Program, Featuring Converted VHS & DVD Programs - Benjamin Good
 - Everything is archived, fun to watch, Ben stated intro almost done.
 - Bumpers for Oakland TV – Benjamin Good & David Eldelson
 - Hasn't heard from David in a while, Ben made them himself, Wendi will reach out to Mr. Edelson

- **Newsletter Committee:** *Kerri Sirinides*
 - Viewer Statistics for Last Few Newsletters
 - July 1900 people 70% open rate, click rate 14% 20 bounces
 - See what people are reading and interested in and try and generate stories that will engage and interest the audience
 - Looking for new members and Ideas
- **Bulletin Board Committee:** *Kris Pawelko/Absent*
 - Meeting was held on May 31 to discuss the 5 Year Plan and Ideas to Enhance the Bulletin Board
 - Advertisements Update and Next Steps
 - Now that okay is in, we need to do a sponsorship process, monthly yearly, who creates, fees, and hopes to generate money for the group. What can and cannot do. How the program will work. Put in Bylaws in theory but still goes before council. Send Kris current sponsorship packet for reference
 - Additional Music Submissions Needed- Did the submission get sent out what is the status?
 - Can be from outside Oakland, any town that shares a border with Oakland or surrounding area.
 - Commissioner Eilert is reaching out to people she knows to get music.
 - Birthdays, Anniversaries, etc. on Oakland TV Bulletin Board –
- **Welcome, Website & Social Media Committee:** *Andrea Levy- Absent*
 - Welcome Bags
 - Collaboration with Chamber of Commerce Update
 - Design made? How many will be needed each year approximately? Cost that would be incurred and what do we want to charge to be on/in the bag?
 - Figure out a way to be notified periodically of new residents (monthly or quarterly?)
 - Content Creation for the Welcome Packet Update
 - Social Media
 - Status on gathering history photos for newsletter stories and social media posts.
 - Commissioner Eilert found old photos Sandy Beach etc
- **Review & Grants Committee:** *Ryan Schwertfeger*
 - Potential Grant Opportunity Found via JAG Unsuccessful
 - Chairman Schwertfeger to talk to Mr. Kunze and Mr. Young about other funding avenues

OLD BUSINESS

- Welcome Packet Bag Design – OCC Bag Done and delivered
- Carnival Recap and Discussion- good to have a giveaway, need something more interactive.

NEW BUSINESS/DISCUSSION ITEMS

- T-Shirt or Polo Shirts for Commission and Committee Members?
 - This would be a non-Borough expense, T-shirts or Polo. What style would everyone like to do?
 - Commissioner Sirinides thinks Polo Shirt or crew neck t-shirt, same logo on whatever you want Commissioner Sisti will look at pricing and caps as well.
 - Committee heads should ask volunteers if they want a shirt as well.
- 2024 Meeting Schedule Thoughts for Adoption at September OCC Meeting
 - 7pm start time? Preference for what day of the week is our backup date if Monday is a holiday?
 - Everyone is agreeable to 7 PM Motion to change to 7 PM
 - **Motion: Commissioner Eilert Second: Commissioner Sirinides, ALL IN FAVOR**
 - Backup date following Monday
 - **Motion: Commissioner Barry Second: Commissioner Sisti, ALL IN FAVOR**
- Carnival Discussion/ 2024 Ideas for OCC Booth
 - Camera Set Up w/ Monitor Screen
 - Wendi Looking into the Stand for monitors.
 - Eilert interview kids put on TV
 - Get cheaper smart tv put on loop USB stick

- Library has a blow-up screen
- Get more quotes on TV Stand
- Headshots for Social Media Updates- Capture Email Addresses
- Contest for Video Coverage of Carnival/Up-Link Video for Contest
- Oakland TV Live feed Going/ Live Coverage of each night

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Motion to Skip Public Session: Commissioner Barry Second: Commissioner Sisti, ALL IN FAVOR

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- 2023 Candidates Forum Participation Deadline → August 1, 2023
 - No interest expressed yet
- Solicitation of Donations for 2024 Oakland TV Sponsorship Program → August 20 - October 20, 2023
 - Date in Mail: August 16, 2023
- Choptoberfest → September 17, 2023
- 2023 Candidates Forum Dates → Saturday, September 9 & Sunday, September 17
 - September 17 is the last night of Rosh Hashanah; Jim will need to pick another date and communicate with interested candidates what the other date will be. Commissioner Barry will a pick date, Looking at a weeknight
- 2024 Budget Requests from Committee Chairs are Due to OCC Chair for Budget Planning → September 18, 2023
- 2024-2029 5 Year Plan Report to Be Completed By → October 25, 2023
- Halloween Parade Trunk or Treat October 28, 2023 at 10:00am
- 5 Year Plan and 2024 Budget and Capital Request Discussion and Vote → November 1, 2023
- Veterans Day Memorial → Check with Mame- Public Events get date
- Tree and Menorah Lighting → Dec 3, 2023 at 5 PM

Chairwoman Sirinides will not be able to attend the 9/6 meeting.

MEETING ADJOURNED: 9:16 PM

**Motion: Commissioner Sirinides Second: Commissioner Barry
ALL IN FAVOR**

**THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON Wednesday,
September 6, 2023 AT 7:30 PM IN COUNCIL CHAMBERS.**

Commissioner Jim Barry	End of 2024
Commissioner Kris Pawelko	End of 2025
Commissioner Andrea Levy	End of 2025
Commissioner Kerri Sirinides	End of 2025
Commissioner Amy Eilert	End of 2023
Commissioner Ryan Schwertfeger	End of 2023
Commissioner William Sisti	End of 2024
Alternate Commissioner 1: Patricia Carrera	End of 2025
Alternate Commissioner 2: Salma Shamy	End of 2023
Junior Member: Benjamin Good	End of 2023

