



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: 3/6/2023

MEETING CALLED TO ORDER: 7:30 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.

Absent Ben Good, Patricia Carrera, Bill Sisti, Amy Eilert, Salma Shamy

- Motion to Excuse Commissioner Levy, Second by Commission Sirinides
- All In Favor: Aye

CHAIRMAN'S REPORT

- Reminder about turning off computers in Control Room and Outer Room when not in use
 - Chairman Schwertfeger had an email conversation with Vinnie Dies. Leaving computers on is a no no, they must be turned off. It's a security issue.
- Reattempting Partnership with RIH for Volunteers
 - Chairman Schwertfeger has been in contact with the RIH business administrator to create a partnership with us. Chairman Schwertfeger is trying to get them to consider partnering with us.
- 5 Year Plan Ad-Hoc Committee's First Meeting Can Now Be Scheduled
 - Chairman Schwertfeger stated that the Bulletin Board chairperson issue is resolved. Chairman Schwertfeger will send an email to committee heads to meet and discuss a 5 Year Plan. The idea is to put out what things we want for the future. Committee heads should start asking their committee members for ideas, goals, and feedback now that they can use for their report and plan.

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 to Public session due to no public in attendance: Commissioner Levy, seconded by Commissioner Barry
- All in Favor: AYE

APPROVAL OF MINUTES

- January 2023 Meeting Minutes
 - Motion to Approve: Commissioner Barry
 - Second: Commissioner Levy
 - All present AYE, except Commissioner Pawelko who abstained
 - Minutes accepted

THE BOROUGH REPORT

BOROUGH ADMINISTRATOR DESIGNEE, OCC SECRETARY & BOROUGH COUNCIL LIAISON

- AARP and Other Grant Opportunities - Clerk Carelli Michael working on application
 - Clerk Michael Carelli is working on the application to submit, due by 3/15/23
- Borough Website Refresh Coming? Anything the W/W/SM Committee Can Do? - Clerk Carelli
 - Clerk Michael Carelli is working on quotes for website refresh, this project will be ongoing not expecting to complete until 2024.
- VHS to Digital Conversions Update - Secretary Seelin
 - Secretary Seelin stated that she spoke with Classic Conversions: They are 50% done and should have balance done by beginning of April, Secretary will follow up prior to May Meeting
- Protocol on Checking Committee Email Addresses - Secretary Seelin
 - Please check your Committee emails daily. If you change a password, you are required to let the Chairman or the Secretary know the change. These emails belong to the committee not to individuals. It is important to save any and all information that transfers through the email account. Please do not use your personal email to conduct committee business. Chairman Schwertfeger working on issues with sign-in for Commissioner Levy. Emails were still going to former Chair Mike Gambatese. Commissioner Levy is now getting access.
- Fiber Loop Completion Update - Council Liaison Slasinski
 - Councilman Slasinski stated there is no update from the Borough on this item
- Protocol for newsletter submissions
 - All information needs to be submitted in full by the 20th of the month for the following month's newsletter. Will be sending out the Newsletter to be reviewed in advance. Commissioner levy had good feedback from the Seniors regarding the Meeting Schedules, working on links to those items. Adding a Community News section seems to be viable if we can get groups to send in items by the 20th of the month.

COMMITTEE REPORTS

- **Television Committee:** *Jim Barry*
 - Commissioner Barry attended a JAG Television Sponsorship Webinar, spoke to persons who run JAG, they had at some point successfully ran sponsorship, they would run an ad mostly bulletin board type for BMW and had a running ad during the traffic section generating \$4,500.00 per year. Other sponsors were Deli's giving information only. They had a paid staff doing all the work getting the accounts, making slides and videos. We need to get sponsors that may be well positioned to pay for ads. We need a couple of anchors for the program. Commissioner Levy asked what type of exposure they will get? Knowing what type of hits you're getting on the media will be vital to sponsors. Chairman Schwertfeger stated that Verizon and Altice will not share data. Cannot use council meetings for the sponsorship ads. We will need to contact LocalBTV for February stats
 - Update on a class or classes on Adobe Premiere and Final Cut Pro to increase knowledge amongst volunteers about video editing.
 - Commissioner Barry stated that we don't have a group to do editing. Commissioner Barry wants to explore using the Imovie, Adobe premiere and final cut are complex. I Movie is user friendly.
 - Chairman Schwertfeger stated he got an email from Peter Havel at the library saying he is looking into

computers with enough power for the adobe program. Chairman Schwertfeger asked the control room engineer to let him know what the control room needs for faster function.

- LocalBTV Statistics & Increasing Number of Viewers for YouTube Videos (Especially February 2023 Council Meetings)-
 - Chairman Schwertfeger will contact them and get the stats for the February meetings.
- Recreation Games on Oakland TV Update?
 - Steve Catalano called Commissioner Barry, he wants Recreation games broadcast, parents have objection to their kids likenesses broadcast. Commissioner Barry sent it to Mike Guadagnino and told Steve Catalano to get him on board and we can look at it.
- RIH BOE Meetings - Trying to improve internal processes, consider only rebroadcasting the meetings instead of airing them live and rebroadcasting them?
 - It's a heavy lift to get the programs out. Commissioner Barry would like to discuss not airing it live and broadcast at a later time. There is a black magic switcher you may be able to do from home.
 - Commissioner Levy suggested contacting Adam Nemeth who runs the school theater at RIH, Vice Chairman Marc Albala is working on it.
- Vice Chair Albala - Oakland TV Liaison to JAG and working on automation in Control Room
 - Mark is the liaison who went to the meeting and went on some of the webinars.
- Copy of FLOW Follies Program for Later Airing? - Andrea Levy?
 - Commissioner Levy is checking to see if it was taped to get it for the TV Committee.
- Exploring Oakland Program Update – Benjamin Good
 - Need to have Commissioner Barry or an eligible cameraman to sit down with Jerri - or another person if she's too busy - and record based on the script. Will immediately edit it into an existing file, and use.
- Oakland Archives Program, Featuring Converted VHS & DVD Programs - Benjamin Good
 - Need to create scripts and schedule times to record openings. Programs will be assembled shortly thereafter. The proposal is to package it into a program, and will need voice over and host. Commissioner Levy offered to help with intro and outro.
- Bumpers for Oakland TV – Benjamin Good & David Eldelsom
 - Will reach out to David and gather feedback and improve the current bumper
- Senior Center Cameras
 - Cameras for center- Using the middle quote to submit for grant. The purpose is to have a camera there that can operate from the Control Room.
- New Equipment Request
 - Commissioner Barry is asking for camera updates, pro suma cameras, priced in the middle have features, very affordable, getting a bargain for Sony. Budget request then capital request. Wireless Microphones need to be replaced, found one that will work with old equipment, old microphone are not very good anymore. Commissioner levy asked if the Radio frequency is an issue and Commissioner Barry Confirmed.
- Preparing to cover upcoming events/ need new volunteers.
 - The secretary suggested an ad for volunteers for the newsletter.
 - Commissioner Levy suggested using sign up genie for getting volunteers and explained how it works. In order to use OCC equipment you must be a committee member, You can use your own camera and send it in.

● **Newsletter Committee:** *Kerri Sirinides*

- Viewer Statistics for Last Few Newsletters
 - See what people are reading and interested in and try to generate stories that will engage and interest the audience- Send Kerri Stats for 10-11-12/2023- Wendi will follow up on the stats.
- Suggested rotation of Spotlights of different divisions of Borough and clubs, Highlight DPW, Recreation etc. Must be open to all. Chairman Schwertfeger suggested profile features of a local organization
 - School corner/student information and/or teacher information. art, sports etc.
 - Birthday section in Newsletter/create form for online submission?
- More Volunteers Are Desperately Needed - New Volunteer Interest

- Volunteers are desperately needed. Commissioner Levy stated the need to expand, can we put the link for the sign up on the water bill so they would see it. No cost to the communication commission, council would have to approve.
- **Bulletin Board Committee:** *Kris Pawelko*
 - Update on Chairperson selection
 - Commissioner Pawelko stated this is her first meeting, very grateful for taking on the position.
 - In Person Training for Bulletin Board Program
 - Training on 3/16 7 PM outer room of control room.
 - Additional Music Submissions Needed
 - We can get stock music that's free, the idea is to get music for original music composition to add local flare to the Public Channel. Need Social Media Posts to ask for original submissions
 - Kris knows a piano teacher for possible music.
 - Andrea suggested putting out to the school districts so they can add to plans for next year. Commissioner Levy suggested reaching out to Real Brave to advertise at Open Mic Nite.
 - Birthdays, Anniversaries, etc. on Oakland TV Bulletin Board
 - To Be Announced and Launched Only Once An Additional Member of the Bulletin Board Committee Gets Remote Access/Joins the Committee- Form is ready to go.
- **Welcome, Website & Social Media Committee:** *Andrea Levy*
 - Welcome Bags
 - Bag Design - there is a draft design that will be used as the front of the bag and represent the non-privately owned Oakland entities and 501C3 organizations/clubs.
 - Rough draft / Tree would be Oakland Entities only on the flip side there would be sponsors of the bag. The other side of the bag will list the names of those Chamber of Commerce businesses that participate in the project.
 - Bag Costs- Patricia had priced out the bags last quarter. Given the change to the bag concept (now needing front and back) we will need to revisit the pricing from the original quotes. I have also reached out to a printer within the OCOC and awaiting pricing. Wendi will send Andrea the Bag Information. Once we have updated pricing, we can determine fees necessary to cover costs.
 - We can create a google form for signup and payment processing if available and/or instructions.
 - Check payment with designation to bag. I want a page on a website. How do they get notified of new residents, (water Department)Building department. Wendi will follow up on where can get new resident information.
 - We will need a location to store the bags and materials they will include. Chairman Schwertfeger stated we can store in the OCC Room
 - We will need a way to be notified periodically of new residents (monthly or quarterly?)
 - Check with the clerk on where we can get it from.
 - We will personally deliver the bags to new residents.
 - Social Media
 - Amy Eilert is gathering history photos. For both Oakland History and New Photos and stories for social media posts. Also add a blurb into the Newsletter stating the same and where to send.
 - Schedule FB Posts and add blurb into the newsletter and where to send them.
 - New addition/idea - reach out to all Oakland committees via email (rec, mothers/fathers club, schools etc)
- **Review & Grants Committee:** *Ryan Schwertfeger*
 - First Meeting Held of the Committee
 - No response from Altice & Verizon on Grant Request for Senior Center Camera Project. Commissioner Schwertfeger will write letter on behalf of himself, Commissioners and Councilman Slasinski to our State House representatives asking for their help
 - Divide and conquer approach, send to state representatives to see if they can direct us to the right people.

- AARP Grant?
 - The clerk has our quotes and is working on sending in the application by the deadline of March 15, 2023
- PSEG Donation/Grant?
 - Commissioner Schwertfeger was ghosted by PSEG. Still trying different avenues and people
- Commissioner Levy will write a letter that can be sent to local businesses, industry, and nonprofits asking for a donation. Will write letters to specific businesses that would be interested in donating to the senior center camera project. Can use same letter updated for the Sponsorship programs
- Committee members want to know if there is anything they can do to help Michael look for grants - a portal to look at? A certain website? How can they search for grants and help you find the money?
 - The Borough Clerk will look at ways the committee can help. Are there grant websites they can check weekly?
- The committee discussed other possible ways to bring in revenue to the OCC and its various committees. The idea was floated to have advertisements on the Bulletin Board. Idea to be brought up to the Bulletin Board Committee Chair to see if the committee is interested in the idea and then Council Liaison will need to see if its legally possible for us to do so before proceeding. The next meeting is in 2 weeks for the Review & Grant committee.

OLD BUSINESS

- Welcome Packet Bag Design- On hold
 - The committee is looking into a shared bag with the Oakland Chamber of Commerce. The secretary stated there would be issues with the encumbered funds if we make any changes. On hold discussed earlier

NEW BUSINESS/DISCUSSION ITEMS

- None

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- Motion to Skip Open to Public due to no public in attendance by Commissioner Barry, seconded by Commissioner Levy
- All in Favor: AYE

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- Easter Egg Hunt (4/1/23 at 10am) with access for all at same time wheelchair accessible, bunny, donuts etc.
 - Start at 10, be there at 9:30 AM. The TV Committee needs to know the time. Commissioner Levy suggested a facebook post and encouraged persons to send a link/ QR Code up at event for persons videos, Maybe Emily can do the drone, Commissioner Levy will see if she can attend
- Memorial Day Parade (May 28, 2023 at 1pm)
 - Add to Schedule of events: Oakland Arts Amble June 9,10,11 @ Veterans Park inside and outside the library.
- Carnival 2023 (June 21-24, 2023 6-10, 6-11)- No fireworks
- 2023 Candidates Forum Participation Deadline → August 1, 2023
- Solicitation of Donations for 2024 Oakland TV Sponsorship Program → August 20 - October 20, 2023
- 2023 Candidates Forum Dates → Saturday, September 9 & Sunday, September 17 (*September 17 is last night of Rosh Hashanah*) Commissioner Barry stated will need to pick a weeknight.
 - Looking for a new date. Chairman Schwertfeger suggested choosing 2 days to see who can make it. Might only need one day.
- 2024 Budget Requests from Committee Chairs are Due to OCC Chair for Budget Planning → September 18, 2023
 - Will need your budget by this date. Renew Bulletin Board, Goes through vetting process
- 2024-2029 5 Year Plan Report To Be Completed By → October 25, 2023

- Chairman Schwertfeger will be scheduling a meeting. Committee chairpersons should be looking for and thinking of ideas for their committees for the future.
- Halloween Parade Trunk or Treat October 28, 2023 10:00am
- 5 Year Plan and 2024 Budget and Capital Request Discussion and Vote → November 1, 2023
- Veterans Day Parade – NEW
 - Commissioner Levy stated this event is in the works and will update as information comes in.
- Tree and Menorah Lighting (Dec 3, 2023 5 PM)
 - With light parade, consider maybe a car or drone following the parade and doing video

MEETING ADJOURNED

- Motion to Adjourn: Commissioner Barry, seconded by Commissioner Barry
- Meeting Adjourned : 9:07 PM

THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON MONDAY, MAY 1, 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