



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 9/7/2020

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

ROLL CALL

Present: Commissioner Ryan Schwertfeger, Vice-Commissioner Liz Llorente, Salma Shamy, Alex McVeigh, Jim Barry, Benjamin Good, Andrea Levy and Council Liaison Grant Van Eck, Patricia Carrera Absent: (Michael Carelli was on the call initially and will rejoin later in the meeting)

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:
 - New volunteers and commission slots are open. There are two people interested in Newsletter committee, Liz had reached out and waiting to hear back. Jim mentioned that someone had reached out via Facebook, but they are not ready yet. We still need more people.
- Chair Upgrades:
 - New chairs have been ordered and supposedly to be delivered any day, which concludes the 3 year upgrade plan for chairs.
- This Week in Oakland Recap:
 - This Week in Oakland luncheon, was a really nice way to celebrate our accomplishments and discuss new ideas, and we should try to plan more in the future.
- OCC By-Laws:
 - The By-laws, have been completed and approved by council. Everyone should have received a copy. They are available on the OCC web page on the Oakland Borough website.
- Control Room Upgrade Project:
 - The control room upgrade updates are moving forward; Jim Barry, Michael Carelli, Jimmy McWilliams from DPW and Greg Prairie, our new engineer had a zoom call two weeks ago to make sure everyone was on the same page with the order and coordination. Some items are on back order and hope that everything will arrive by late December early January. After the first actual council meeting occurs in January, the work will start and then will encourage volunteers to come down and try everything out. So that would be the second meeting in January or first meeting in February. We won't be having the meeting live using the new equipment, but we'll encourage volunteers to come down and get like a training. So as the council meeting is going on, everyone will be able to get hands on training as if it's an

actual council meeting and try everything out just to make sure that everything's set, ready to go. Next meeting we should be able to officially start with the new equipment and be live.

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 Alex McVeigh and seconded by Andrea Levy. All in favor.

No public present.

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

APPROVAL OF MINUTES

- July 2020 Minutes Approval:
 - Commissioner Ryan Schwertfeger asked for a motion to approve Meeting Minutes. Salma Shamy asked what the fourth bullet regarding the control room upgrade was referencing. Ryan Schwertfeger confirmed it is the control room upgrade that what was just discussed. Motion was made by Commissioner Levy and Seconded by Commissioner Shamy. All in favor.

BOROUGH REPORT – BOROUGH ADMINISTRATOR ASSISTANT & COUNCIL LIAISON

- Councilman Grant Van Eck:
 - Oakland TV Requests:
 - Councilman Grant Van Eck was not available to speak and Michael Carelli was not back on the call so Commissioner Schwertfeger relayed that per Councilman Van Eck, for Oakland TV recording requests, there is discussion of setting a fee for a copy of any Oakland recorded program. I had both Michael and Grant researching. There are certain limitations that OPRA has with regarding to what can be charged. Jim mentioned we don't get many requests for this at all. But, if it's a recording, we can give the YouTube link, that doesn't cost anything. Commissioner Schwertfeger mentioned that the Borough does charge for paper copies made, approximately 10 cents a page. Andrea asked if we can limit it to links and not having to make copies.
 - Ryan said that the issue is large video files which are hard to send via email and we've not yet received approval for the Google drive to house the files. A work in progress. Ben Good mentioned that we could send YouTube video link. Andrea mentioned Vimeo is an option as well. Councilman Van Eck will follow up with Ryan and provided an update on Altice issue of attaining 720P for Channel 77, which was escalated. Struck out with Optimum. At the last council meeting, there were some business owners in town from the Copper Tree Plaza that were complaining about how bad the internet services are, so this is a common theme with the lack of response and a lack of respect from Optimum/Altice. We will reach out to our neighboring communities with this same request, maybe we can band together. Verizon wants to upgrade us, but, it's Optimum that is the problem. I'll reach out to the colleagues who are in elected office or to the administrators. Jim Barry mentioned cable companies have contracts with each township. So there might be some leverage there. Perhaps you can find a list of who is up for renewal for their contract that might give us a little leverage.

- Chairman Schwertfeger stated that if the Commission is unable to find a volunteer that we would most likely have to pay someone to do the role. Chairman Schwertfeger stated that the likely stipend for said position is \$100 a meeting and it would have to come out of the OCC budget. Chairman Schwertfeger stated that the Commission has the funds available if we are unable to find a volunteer. Chairman Schwertfeger asked all Commissioners if they were interested in the position, and all declined due to time commitments and overextending themselves.

COMMITTEE REPORTS

- **TV Committee:** *Jim Barry*
 - We're always looking for volunteers. Our options are so limited when we have just a few people to manage. We did get a couple of new people to do the Ponds Church and OLPH broadcasts. If anybody has any referrals would be appreciated. Candidate's forum is underway and will recorded, produced, edited, and aired.
- **Bulletin Board Committee:** *Salma Shamy*
 - Remote Access Update:
 - Ryan asked on behalf of Salma, which volunteers have gotten access to the Bulletin board and who still needs it? How has the process been? We will need to reach out to the other Borough departments, like the Police, OEM, library, senior center, etc. so they can have remote access to post their slides and news and information directly.
 - Salma does not yet have access and is looking into the security required for computers to have access to the Bulletin Board. Micro snitch and little snitch where recommended by Chris. She will check with Michael and in the meantime, contact the police stations etc. There have been no post requests.
 - Andrea offered to be trained on Bulletin boards usage and asked if we've looked to bring on more activity and expanding it to resident announcements and things of that nature to bring more people to the channel and engage with us, greater exposure etc. Once the issues of remote access is resolved, Ryan and/or Salma can train Andrea Levy on the bulletin board.
- **Newsletter Committee:** *Elizabeth Llorente*
 - Newsletter Stories:
 - The Newsletter Committee can always use extra help. Liz Llorente did reach out to two people, and hopefully they'll respond. The Newsletter Committee are always looking for story ideas, people and interesting projects around town to profile, such as town volunteerism or people in interesting jobs who are behind the scenes, unsung heroes etc.
 - Liz said they had reached out to the school for volunteers, but not stories. Other departments have newsletters and sometimes they send press release, but we looking for interesting stories, not press releases. The Committee can reach out to Mike Guadagnino from Recreation Commission and other departments to see if they have some interesting stories, especially now with all the challenges that they're facing. Also, the Time Capsules that kids are creating may be an interesting story possibly 3 or 4 that have already been written and what their hope is for them.
 - Ryan said they'd previously interviewed the Police officers and Fire department and those stories were well received.
 - Patricia said The Rotary is doing a Time Capsule and it's being posted in the Record.

- Liz said they volunteered because Chief Sanzari had asked for volunteers. Perhaps he can ask again.
- Ryan said they've hired new officers maybe they'll have more volunteers and suggested to reach out to the First aid squad, Matt Goodrich and Vinny Dies for the Fire dept.
- Liz said it would be great to have more ideas and people to do them, ideally 2-3 interest stories every newsletter.
- Ryan mentioned there are additional funds were approved in this year's budget for some promotion for the newsletter, which is needed since many residents are not aware it even exists.
- Liz said we need more exposure, go to where the people are like the Library Bulletin Board or at Grocery and online perhaps do once a month online. She asked what our Twitter following is?
- Ryan said Facebook is the biggest one by far. Twitter is increasing but not a lot. Michael just put up the Instagram account.
- Andrea suggested Mini kiosks that can be placed at locations such as the library or Schools, where people can sign up with their email address and info. Make it look like an old fashioned TV etc. We could do a contest to have the kids make the Kiosks- engage the community, perhaps each school makes their own
- Alex asked what the area with highest physical traffic for Oakland is.

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

- Borough Instagram:
 - Nothing to report.

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

- No meetings – no report.

OLD BUSINESS

NEW BUSINESS/DISCUSSION ITEMS

- History Segments for TV:
 - Several ideas were discussed at the luncheon for new programming for Oakland TV, Jerri suggested some video clips be turned into special history segment.
- Oakland TV Music Licensing:
 - Ryan brought up music on Oakland TV, which is done through Music choice channel and has smooth jazz or oldies or classic rock. When we go online there are royalty issues. Perhaps we can do a contest for original music from Oakland residents to use online.
 - Jim Barry mentioned the Brave Music studio could be a good resource.
 - Ryan will check with town attorney regarding music rules/covers.
- This Week in Oakland:
 - Ryan asked whether we would want to attempt a season two of this week in Oakland.
 - Andrea suggested in lieu of this week in Oakland, we do This Season in Oakland, because of our limited resources. Liz agreed that we have limited resources and seasonally can be a good option.

- Salma agreed to Seasonal if we do it at all. Chris won't be able to put in the same amount of time as last season either.
- Ryan said that it sounds like quarterly could be a good goal and asked Jim to see if perhaps Bill Sisti may be able to help. Jim mentioned that it's really up to residents to produce their own segments. Andrea said that we could put it out there that we are looking for self-contained videos.
- Ryan asked if Jim could ask Bill if he could lead the coordination of the program.
- Additional Programming Ideas:
 - Ryan suggested Flashback Fridays- pick something from the archives, pick out something. The VHS tapes need to be added.
 - Andrea asked Ryan if the amount of hours it would take has been calculated and if anyone had checked into cost to convert. Ryan said we have at least 50 to 75 VHS tapes that we know of thus far.
 - Jim suggested we set up a station by the control room to peck away at it.
 - Salma said to do it little by little.
- Community Movie Night on Oakland TV:
 - Ryan mentioned starting community Movie Night, where we would interview the local filmmaker. Open it up to the FLOW area. They get to promote their film etc.
 - Ben mentioned that the Library does this.
 - Andrea said it could be done like a Book club, invite residents to submit their material and then have a book club like meeting to discuss. Or even tap into local talent with live entertainment. Or we could have residents submit their performances and highlight or do it live via Zoom etc. There are more entertainers than filmmakers to access in town.
- Candidate's Forum:
 - Andrea asked about the creating/using Teleprompter for the Candidate Forums, use the screens on the wall in council chambers.
 - Ryan said if you want to bring a laptop and try it, come the day before to try it out.

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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

- No update.

MEETING ADJOURNED: 9:31 p.m.

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

THE NEXT MEETING WILL BE HELD ON *November 2, 2020* via **ZOOM Video Conferencing**

Commissioner Jim Barry	End of 2021
Commissioner Liz Llorente	End of 2022
Commissioner Alex McVeigh	End of 2020
Commissioner Ryan Schwertfeger	End of 2020
Commissioner Andrea Levy	End of 2022
Commissioner --	End of
Alternate Commissioner 1: Patricia Carrera	End of 2022
Alternate Commissioner 2: Salma Shamy	End of 2020
Junior Member: Benjamin Good	End of 2020