



# 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 Agenda: 3/6/2023

### MEETING CALLED TO ORDER

### 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.

### CHAIRMAN'S REPORT

- Reminder about turning off computers in Control Room and Outer Room when not in use
- Reattempting Partnership with RIH for Volunteers
- 5 Year Plan Ad-Hoc Committee's First Meeting Can Now Be Scheduled
  - 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.

### APPROVAL OF MINUTES

- January 2023 Meeting Minutes

### THE BOROUGH REPORT

#### ***BOROUGH ADMINISTRATOR DESIGNEE, OCC SECRETARY & BOROUGH COUNCIL LIAISON***

- AARP and Other Grant Opportunities - Clerk Carelli
- Borough Website Refresh Coming? Anything the W/W/SM Committee Can Do? - Clerk Carelli
- VHS to Digital Conversions Update - Secretary Seelin
- Protocol on Checking Committee Email Addresses - Secretary Seelin
- Fiber Loop Completion Update - Council Liaison Slasinski

### COMMITTEE REPORTS

- **Television Committee:** *Jim Barry*
  - JAG Television Sponsorship Webinar Recap
  - Update on a class or classes on Adobe Premiere and Final Cut Pro to increase knowledge amongst volunteers about video editing
  - LocalBTV Statistics & Increasing Number of Viewers for YouTube Videos (Especially February 2023 Council Meetings)
  - Recreation Games on Oakland TV Update?
  - RIH BOE Meetings - Trying to improve internal processes, consider only rebroadcasting the meetings instead of airing them live and rebroadcasting them?

- Vice Chair Albala - Oakland TV Liaison to JAG and working on automation in Control Room
- Copy of FLOW Follies Program for Later Airing? - Andrea Levy?
- *Exploring Oakland* Program Update – Benjamin Good
- *Oakland Archives* Program, Featuring Converted VHS & DVD Programs - Benjamin Good
- Bumpers for Oakland TV – Benjamin Good & David Eldelson
- Senior Center Cameras
- New Equipment Request
  
- **Newsletter Committee:** *Kerri Sirinides*
  - Viewer Statistics for Last Few Newsletters
    - See what people are reading and interested in and try and generate stories that will engage and interest the audience
  - More Volunteers Are Desperately Needed - New Volunteer Interest
  
- **Bulletin Board Committee:** *Kris Pawelko*
  - Update on Chairperson selection
  - In Person Training for Bulletin Board Program
  - Additional Music Submissions Needed
  - 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
  
- **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.
    - 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 need 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.
    - 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
    - We will need a location to store the bags and materials they will include.
    - We will need a way to be notified periodically of new residents (monthly or quarterly?)
    - 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.
  - \*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. Ryan will write letter on behalf of himself, Jim Barry, and Councilman Slasinski to our State House representatives asking for their help
    - AARP Grant?
    - PSEG Donation/Grant?
    - Andrea will write a letter that can be sent to local businesses, industry, and nonprofits asking for a donation
    - 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?
    - Committee discussed other possible ways to bring in revenue to the OCC and its various committees. 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.

**OLD BUSINESS**

- Welcome Packet Bag Design

**NEW BUSINESS/DISCUSSION ITEMS**

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

- Easter Egg Hunt (4/1/23 at 10am)
- Memorial Day Parade (May 28, 2023 at 1pm)
- Carnival 2023 (June 21-24, 2023 6-10, 6-11)
- 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*)
- 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 10:00am
- 5 Year Plan and 2024 Budget and Capital Request Discussion and Vote → November 1, 2023
- Veterans Day Parade - NEW
- Tree and Menorah Lighting (Dec 3, 2023 5 PM)

**MEETING ADJOURNED:**

**THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON MONDAY, MAY 1, 2023 AT 7:30 PM IN COUNCIL CHAMBERS.**

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