

Walpole Media Corporation (WMC)  
275 Common Street, Walpole, Massachusetts 02081

Board of Directors Meeting  
August 12, 2020  
Via Zoom Meeting

Meeting called to order on August 12, 2020, at 6:02 p.m. by Eric Kraus.

Board members present: Eric Kraus, Peter Betro, Mark Gallivan, Jean Kenney, Joseph Mulligan, Kristen Syrek, Toar Winter.

Also present: Executive Director Tamarah Green.

Motion to waive the reading and accept the Minutes from the previous meeting was made by Mr. Kraus; seconded by Mr. Gallivan. Vote to accept was 7-0-0.

Mr. Betro presented Treasurer's Report. He reviewed initially the Balance Sheet which is in sufficiently good condition to allow additional expenditures. Mr. Betro mentioned that he had reviewed financials and Balance Sheet with the accountants, Amichetti, who concurred that WMC is in strong financial condition.

Mr. Winter suggested that over the next three years funds be earmarked for future projects previously discussed such as creation of a production facility at the new Middle School. Ms. Green and Mr. Gallivan suggested funds being allocated also for improvements to existing Walpole High School (WHS) WMC space. Ms. Syrek mentioned that Mr. Imbusch, Principal at WHS, has been enthusiastic about expanding WMC's footprint at the high school by building additional space. Mr. Kraus stated that the relationship with WHS is mutually beneficial and profiled the existing working relationship of neighboring community's cable station and their high school as an example of how Walpole's should work. Mr. Gallivan initiated discussion surrounding the future of the studio space and had it become somewhat less functional in light of being forced to work offsite due to COVID concerns. He stressed the need to thoroughly analyze

anticipated expenditures with a goal of being as lean as possible. The budget will be brought to Town Meeting for approval in September. Mr. Kraus made motion to accept Treasurer's Report, Ms. Kenney seconded, motion carried 7-0-0.

Mr. Gallivan informed the Board that the budget for next year needs to be completed in a week to ten days. Mr. Kraus instructed Mr. Betro and Ms. Green to finalize the budget and scheduled an Executive Meeting for September 2, 2020, at 7:30 to finalize the budget.

Ms. Green presented the Executive Director's Report. Estimates are being obtained for replacing Rebel TV logo on van. She intends to purchase additional give-away items to promote the new website and increase visibility. She also mentioned recent challenges in broadcasting Select Board and School Committee meetings. Mr. Gallivan emphasized the need to keep a log of such deficiencies to have record of causes, remedies and assign responsibilities. The community relies on these broadcasts more than ever while being unable to attend due to COVID restrictions.

Use of WHS auditorium was discussed. Ms. Green reviewed the scheduled improvements and the Board voiced the need to get such improvements done more quickly than is currently scheduled. The Board authorized Ms. Green to offer the contractor a performance bonus to get the work done before students return to school on September 14, 2020.

The Board's Annual Meeting is scheduled for September 17, 2020, and notice has been posted by Ms. Green. At that meeting, Board members will be voted in and Mr. Kraus and Mr. Betro will end their respective terms on the Board. Mr. Kraus instructed Board members to get names of interested candidates for Board membership to him.

Ms. Green stated that the Lynch- Goldstein taping had over 2,000 views. She is compiling a report on website viewage, average time spent and what was being watched. She is working on On Demand, Streaming and Program Guide components. Ms. Green and her staff have been working on broadcasting municipal meetings, "Short Stories" interviews and Council on Aging

(COA)programs. With regards to sports presentations, Ms. Syrek informed the Board that the Massachusetts Interscholastic Athletic Association (MIAA), which governs high school sports in Massachusetts, will announce on August 14, 2020, how sporting events will proceed this fall in light of the COVID restrictions.

Mr. Gallivan reiterated the need to include items such as costs for COA computers, WMC van upgrades, website expenses and WHS student input on the budget to be considered by Town Meeting.

New business: Mr. Gallivan cited the need for video archives to be available to subscribers and suggested that archived Town Meetings, Select Board Meetings and sporting events be made available. He suggested the use of an intern in this regard.

Mr. Kraus made a motion to accept the Executive Director's Report, seconded by Ms. Kenney. The motion carried 7-0-0.

Mr. Kraus scheduled the following:

- An Executive Meeting for Wednesday, August 19, 2020, at 7:30 pm;
- The next regularly scheduled Board Meeting for Wednesday, September 2, 2020, at 6:00 pm;
- WMC's Annual Meeting for Thursday, September 17, 2020.

Mr. Kraus made a motion to adjourn, seconded by Mr. Winter. The motion was carried 7-0-0. Meeting adjourned at 6:54 pm.

Respectfully submitted by:

Joseph Mulligan, Secretary/Clerk