

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

Board of Directors Meeting
July 8, 2020
Via Zoom Meeting

Meeting called to order on July 8, 2020, at 6:08 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 amount spent in June, there were no exceptional expenditures noted. Mr. Betro commented that the financials remain strong.

Mr. Betro also commented that there is need for further marketing of WMC and various ideas were discussed throughout the meeting. Among these ideas were the web server upgrade, direct mailings, advertisements. Mr. Gallivan suggested that part of the marketing should be ideas that would also generate content. Examples included training students, training seniors, using Council on aging (COA) newsletters. Mr. Betro reiterated that he envisions WMC replacing the former local newspaper as the source for local news.

Mr. Kraus made motion to accept the Treasurer's Report, seconded by Mr. Mulligan. Vote to accept 7-0-0.

Ms. Green presented the Executive Director's report, which included the following:

- Re-branding of Rebel TV. With recent Select Board decision to retire the Rebel moniker, the Rebel TV logo is being removed.

- Ms. Green will be obtaining at least five new laptops for use by the COA, possibly more depending on demand.
- Discussion took place regarding maximizing the WMC van utility. It was agreed that the vehicle is necessary for delivering live content off-site, such as Walpole High School sporting events. It was decided that the van should be inspected by local auto mechanic to determine its remaining useful economic life. Then improvements to the van, or possibly the purchase of another vehicle instead, could be decided upon.
- The annual WMC Board of Directors meeting date was reviewed. It was decided not to change it at this time, but could be altered dependent on the discontinuance of public meetings due to the Corona virus.
- Ms. Green mentioned that the COA does a Zoom Meeting show and that she will be the featured guest on the show in near future.

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

Mr. Kraus scheduled next meeting for Wednesday, August 12, 2020, at 6:00 pm. At this time it is likely the meeting will be via Zoom conference. Mr. Kraus made a motion to adjourn, seconded by Ms. Kenney. The motion was carried 7-0-0. Meeting adjourned at 6:52 pm.

Respectfully submitted by:

Joseph Mulligan, Secretary/Clerk