

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

**Board of Directors Meeting
October 14, 2020
Via Zoom Meeting**

Meeting called to order on October 14, 2020, at 6:02 p.m. by Mark Gallivan.

Board members present: Mark Gallivan, Jean Kenney, Joseph Mulligan, Kristen Syrek, Toar Winter, Jim D'Attilio.

Also present: Executive Director Tamarah Green.

Mr. Gallivan proposed that the election of officers be the first order of business.

Mr. Gallivan made a motion to elect Jean Kenney to be president of WMC Board of Directors (Board). Motion was seconded by Ms. Syrek. The vote to elect Ms. Kenney was 6-0-0.

Mr. Gallivan made the motion to elect Toar Winter as vice president of WMC Board. Motion was seconded by Ms. Kenney. The vote to elect Mr. Winter was 6-0-0.

Mr. Gallivan made the motion to elect Joseph Mulligan as Secretary/Clerk of WMC Board. Motion was seconded by Mr. D'Attilio. The vote to elect Mr. Mulligan was 6-0-0.

Ms. Kenney made the motion to elect Mark Gallivan as Treasurer of WMC Board. Motion was seconded by Mr. Winter. The vote to elect Mr. Gallivan was 6-0-0.

Mr. Gallivan suggested that objectives for the coming year be discussed and encouraged board members to consider what they feel should be WMC's priorities for the coming year. The ideas will be discussed at the Board's next meeting. Mr. Gallivan suggested the following:

- 1) Understand and estimate our revenue from Xfinity and Verizon for the next 3 years.
- 2) Capital Spending Plan for the next 3 years.
- 3) FY2022 Budget - This will need to be ready in the January timeframe for spring town meeting.

4) Studio - Find out more about a middle school studio, can we get one? Based on this - what do we need to do for Walpole High School (WHS) studio (office space, editing rooms?)

5) Greatly expand our Internship & Training programs.

A discussion was held regarding WMC space at the proposed Walpole middle school and at WHS. Ms. Syrek pointed out that media and studio space is part of the proposed middle school plan. It will be considered in more detail in the next month. Mr. Gallivan opined that computer space be considered as part of the proposed WMC footprint at the middle school or as possible expansion area at WHS. Separate studio space open to the community at either of the locations was also discussed. At WHS, this would possibly include an addition to the existing space by new construction. Either location would also benefit by having its own dedicated means of entry.

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

- Twenty four short videos have been filmed for the articles in the upcoming Town Meeting. Chairs of various boards presented brief explanations for each article. These Public Service Announcements (PSAs) are on both WMC's YouTube page and the town's website.
- The WMC van has been re-wrapped.
- Working with Keolis (MBTA Commuter Rail) on PSAs concerning their initiative, 'Operation Life Saver.' Topics in this program include railroad safety and cross-walk safety. Additional footage at South Station will be filmed in near future. These announcements will be shared with other cable stations.
- The Auditorium install is complete with capacity for live broadcasting and real time Zoom connection. Training by Pete O'Farrell ongoing.
- Creation of a marketing/outreach/social media position at WMC with goal of posting the position in November and hiring by January.
- In response to postcards sent out there have been inquiries regarding volunteer opportunities at WMC. Training is currently being scheduled in one-on-one sessions.
- Compensation for Rick Brown as announcer for Walpole Sports.

Mr. Gallivan scheduled next meeting for Wednesday, November 18,2020, at 7:00 pm. The meeting will be via Zoom conference. Mr. Gallivan made a motion to adjourn, seconded by Mr. Winter. The motion was carried 6-0-0. Meeting adjourned at 7:07 pm.

Respectfully submitted by:

Joseph Mulligan, Secretary/Clerk