

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

Board of Directors Meeting
March 10, 2021
Via Zoom Meeting

Meeting called to order on March 10, 2021, at 7:05 p.m. by Jean Kenney.

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

Also present: Executive Director Tamarah Green.

Ms. Kenney called the meeting to order. Ms. Kenney made a proposal to waive the reading of the reading of the February, 2021, meeting minutes. Mr. McCarthy so moved, seconded by Ms. Syrek. Vote to accept, 6-0-0.

TREASURER'S REPORT

Mr. Gallivan presented Treasurer's Report. He commented that the budget looks favorable and noted that due to COVID expenses are less than projected, we are underspending the budget. No further budgetary discussion at this time.

EXECUTIVE DIRECTOR'S REPORT

Ms. Green presented the Executive Director's Report, please see attached.

Ms. Green reported that she is training Jess Kergo in her new Social Media position and Katherine Mooney is being encouraged to further develop her production skills. Both are making good progress.

Ms. Green will present the proposed WMC budget to FinCom next week. As part of her presentation, she intends to inform them of WMC's increase in programs from 423 in 2019 to 617 in 2020, increased municipal meeting coverage and increase in sports coverage to include greater recreational league, Walpole High School (WHS) freshman, junior varsity and varsity sporting events coverage. Mr. Gallivan suggested that Ms. Green provide FinCom with an advance copy of her presentation so that they may prepare to discuss these topics further.

NEW BUSINESS

The board accepted with regret Toar Winter's resignation from the board and thanked him for his many contributions.

Ms. Syrek informed the Board of Walpole Public Schools five-year Strategic Plan and its goals related to student learning, facilities/operations, family engagement, and this year, a goal for Diversity, Equity, and Inclusion. Walpole High School students are members of each goal and contribute tremendously to the development of these goals, the action

steps to achieve them, and the Strategic Plan. Ms. Syrek said that it would be great to have a database for the Walpole events and then it was suggested that some of the student participants in the Strategic Plan could be interviewed regarding their participation.

Ms. Kenney initiated discussion on cable related infrastructure improvements at Jarvis Farm and the new Route 1-A fields in South Walpole. A request was received from the Walpole Town Administrator to consider funding cable connection to these sites to enable filming at these locations. An initial estimate of the cost at each site was provided as a preliminary indication of the expense. Discussion followed including the rationale for these sites, rental income possibility and whether this could be groundwork for future cable improvements. The request was favorably received by the Board.

Work on improvements to filming capabilities at the WHS gymnasium was brought up by Mr. Gallivan. In the scope of the improvements efficiencies would be improved so that one person could control multiple cameras, thereby improving effectiveness while reducing risk and expense. Funding for this endeavor was discussed with surplus from last year's budget being identified as possible source of at least partial funding. Ms. Kenney said that she would entertain a motion for these improvements to filming at the WHS gymnasium. Mr. D'Attilio so moved, seconded by Mr. McCarthy. The motion carried 6-0-0.

The capital requests presented at the February, 2021, WMC Board of Directors meeting were introduced by Ms. Kenney. The items were briefly discussed. Mr. D'Attilio moved to accept the capital requests projections, seconded by Mr. McCarthy. The motion carried 6-0-0.

Walpole Media Center improvements were reviewed. Ms. Green outlined improvements to include recording/transmission equipment, two workstations, two computers, improvement to facilitate creation of podcasts. She pointed out that not only could WMC use the improvements but so could students in order to contribute to WMC broadcasts. An estimate of the expense was provided but not officially added to WMC capital request at this time.

Ms. Syrek informed the Board that a decision has to be made by the Board concerning funding a WMC presence in the proposed middle school. With schematics due in August, WMC's commitment to a space at the middle school must be determined. Mr. Gallivan suggested that Board members meet with Walpole School Superintendent Ms. Gough to express interest and start planning. The vote for a middle school override is scheduled for October, 2021.

Ms. Green, as part of middle school discussion, mentioned that with the new hires, WMC has outgrown its existing space. Mr. Gallivan suggested that creative thinking should be brought to bear on the existing space because even if the middle school space is decided upon, its occupancy is at least five years into the future.

OLD BUSINESS

Ms. Kenney asked that the Board be prepared to further discuss the possibility of creating an internship coordinator position at WMC. This matter will be further discussed in the April, 2021, Board meeting.

Ms. Kenney scheduled next meeting for Wednesday, April 14, 2021, at 7:00 pm.

Ms. Kenney proposed to adjourn the meeting which was so moved by Mr. Gallivan, seconded by Mr. D'Attilio. The motion carried 6-0-0. The meeting was adjourned at 8:36 pm.

Respectfully submitted by:

Joseph Mulligan, Secretary/Clerk