

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

Board of Directors Meeting
April 14, 2021
Via Zoom Meeting

Meeting called to order on April 14, 2021, at 7:04 p.m. by Jean Kenney.

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

Also present: Executive Director Tamarah Green and Jess Kergo.

Ms. Kenney called the meeting to order. Ms. Kenney made a proposal to waive the reading of the March, 2021, meeting minutes. Mr. Mulligan so moved, seconded by Mr. McCarthy. Vote to accept, 5-0-0.

Ms. Green introduced Jess Kergo to the Board. Ms. Kergo started at WMC approximately six weeks prior in the social media position for WMC. Ms. Kergo summarized her career to date, which has included work in digital marketing and local newspapers. Among her goals with WMC are to establish and build brand awareness for WMC, establish target audience, establish and maintain connections within the community. This will include work with the Council on Aging, the Senior Center, developing presence on social media. The Board was favorably impressed and looks forward to working with Ms. Kergo.

TREASURER'S REPORT

Mr. Gallivan presented Treasurer's Report. At this time, WMC is underspending its budget. Ms. Green and Ms. Kenney spoke at recent FinCom meeting and it went well. Upcoming Town Meeting (5/1/2021) will vote on the WMC proposed budget. Mr. Gallivan also proposed that WMC review and justify its various accounts with an objective of consolidating these accounts to extent possible.

EXECUTIVE DIRECTOR'S REPORT

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

Ms. Green reported that the FinCom presentation went well. She observed that questions and comments from FinCom members demonstrated that they watch WMC and use it as a resource.

Please see attached Executive Director's Report for further information on the following:

- Use of proposed middle school and potential expansion of current WHS space;
- Recording Town Meeting PSAs;

- Walpole Business Spotlight's Destination Downtown interviews;
- Summer intern from TEC who will film summer sporting events (Walpole Little League, Walpole American Legion baseball games, rec soccer games);
- Outside View program;
- Productions completed since prior Board meeting;
- WMC sponsorship of Summer Film Class.

Mr. Gallivan requested that Ms. Green assess WMC's needs in the possible expansion of its current space at WHS.

NEW BUSINESS

Ms. Kenney discussed her recent meeting with Dr. Gough, Walpole Superintendent of Schools, and Mr. Hahn, Assistant Superintendent of Schools, regarding middle school space availability. While WMC will not be provided space under the middle school proposal, it was noted that its interior design did call for a Media Center which could be accessed by WMC.

Ms. Syrek commented that the middle school planning is significantly developed.

Ms. Green discussed personnel issues at WMC and development of staff, both existing and newly hired.

The Board discussed its current vacancy and qualifications the candidates should bring to the position. Among these qualifications would be connections to areas where the Board may need additional expertise such as connection to the middle schools.

OLD BUSINESS

Discussion continued on the Intern Coordinator/Outreach position. This position would ideally be filled by the end of the summer. Ms. Green said she would like the successful candidate to have digital media and recruiting skills. The candidate would also need to be able to work productively with senior citizens. Mr. Gallivan suggested that the goals for the candidate be set with a priority of recruiting internships immediately. Number of interns was discussed. Ms. Kenney suggested that the job description be drafted and provided to Mr. D'Attilio to provide additional feedback. Ms. Kenney proposed that proceeding with the Intern Coordinator position be put to a vote. Mr. Mulligan so moved, seconded by Mr. McCarthy. The vote to approve was 5-0-0.

Ms. Kenney scheduled next meeting for Wednesday, May 12, 2021, at 7:00 pm.

Ms. Kenney proposed to adjourn the meeting which was so moved by Mr. McCarthy, seconded by Mr. Gallivan. The motion carried 5-0-0. The meeting was adjourned at 8:33 pm.

Respectfully submitted by:

Joseph Mulligan, Secretary/Clerk