

Richmond Rooster Board of Directors Annual Meeting

July 9, 2016

At the home of Bill and Deb Coll

Attending: John Boccalini, Deb Coll (Rooster treasurer) Jeani Eismont, Marie Knowlton (via Face time or whatever), Terri O'Rorke

Excused: Carol Jameson (Board Attorney)

Absent: Kathy McWhirk

Guests: Peter Mulhall, Rosti Eismont, Janet Boccalini

The Meeting began at 5:25.

Last year's minutes have been approved.

Deb gave the Treasurer's report stating unfortunately, the Rooster took a loss. As of July 4, 2016 the checking account balance is \$551.46. The balance at the beginning of this year was \$620.01. Marie made a motion to accept the Treasurer's report with Jeani as second. All voted in favor.

Next on the agenda was the nominating and voting process. Jeani Eismont was nominated for a 3 year position on the Board, all voted in favor. Kathy McWhirk was nominated for a 3 year position on the Board, all voted in favor.

John reported that Carol is looking into turning the Rooster into a Charitable Trust. There is an annual fee of \$25 for that.

John read the "Conflict of Interest" policy which is Section 10-1 in the By-laws. There was some discussion clarifying just what that meant. Jeani made a motion to accept the policy as written, Terri as second. All in favor.

There was much discussion about bringing the Rooster back into print. It would also stay online (since 2006/7). The problem has always been retaining a dedicated advertising person, someone who knows how to sell! Debated about the merits of paying an ad person. However, the Rooster has always taken pride in being

strictly volunteer. The cost of ads was discussed, print vs online, yearly vs monthly. Possibly send a letter to the local town businesses asking for their support. Marie offered to write an article asking for and explaining the need for this vital position to be filled. It was suggested to do a monthly article about advertisers, reminiscent of the old "Meet Your Advertisers" articles written by Bonnie McCarthy. Would also need a disbursement person should we go back to monthly mailings.

The ad position could possibly become a two person job. Peter Mulhall volunteered to be book keeper for whoever would take on the position of selling ads. He feels he could take on organizing the advertising but is not a sales person. His keeping track of ads and billing would lighten the load for the ad seller. The Board felt this is something that could work.

Rosti talked about the history of the Rooster and the original town newsletter, which came out only a few times a year.

Rosti and John discussed the difference between print and online, how to make transition for both. Jeani and John talked about changing the web design. Also how to check on how many people go to the website for EACH issue as opposed to how many people just go to the website itself.

We agreed the meeting was at an end, Terri made a motion to adjourn, with Deb as second. All in favor. 6:35

Respectfully submitted, Terri O'Rorke