



## Virtual Board Meeting Agenda

Wednesday, October 7, 2026 | 9:00 – 10:00 am

### 1. Call to Order, Jeff Porter, Chair

- Welcome and introductions

### 2. Approval of Minutes

- Vote on August 11, 2026 meeting minutes

### 3. Marketing & Communications Strategy - Guest: Cynde Smith, Propagate

*Cynde Smith will provide background and answer questions. The Board will have an opportunity for initial discussion, with additional discussion or decisions carried forward to a future meeting as needed.*

- FY27 Marketing Communications Plan
- MET Website Landscape Analysis
- Branding: "Preserve the Trust" / MET vs. "the Trust"

### 4. Fund Raising

- Marine Mammal Conservation Campaign Update
  - Updates and Opportunities: *Meeting with Boston Harbor Cruises*
- Right Whale Plate Auction: Nov-Dec 2026

### 5. Administrative & Other Updates

- MET Annual Grants: Review FY27 finances and announce new grant round in Oct/Nov

### Adjourn