

Meeting Minutes - Open Source Matters, Inc. Board meeting 11 December 2014

Attendees: Mike Carson, Ronni Christiansen, Tessa Mero, Ryan Ozimek, Joe Sonne, Marijke Stuivenberg, Saurabh Shah, Sarah Watz

Excused: Jorge Lopez-Bachiller Fernandez, Martijn Boomsma, Victor Drover, Rod Martin

Quorum: Yes
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### 1) Call to order

Sarah Watz called the meeting to order.

### 2) Roll Call

The Secretary executed the roll call, establishing the presence of a quorum.

### 3) Approval of Agenda

Mike Carson made the motion to approve the amended agenda as it was written. Joe Sonne seconded. The motion passed by unanimous consent.

### 4) Approval of previous meeting minutes

Joe Sonne makes the motion to approve the meeting minutes of October 23, 2014. Mike Carson seconded. The motion passed by unanimous consent.

### 5) Report of the President

#### a) Structure Organization

The structure team is reviewing all the feedback on the proposal for a new structure and works towards the new schedule that was published in a blogpost during JWC.

Discussion and communications within leadership will be more transparent when posted on the public list.

The PLT received a lot of feedback and added two new members and there will be more to come.

#### b) Marketing & Communication

The Marketing Team has been overwhelmed by requests from the community. At this point their focus is on the end of support of version 2.5 and the release of version 3.4.

The launch of the free hosting programme on joomla.com does also need marketing. We might need help from Voxus.

#### c) Internationalization

There are some good ideas in the structure group on how to get the local communities more involved. Plans and more exciting news on this subject will be shared soon by the structure team.

### 6) Report of the Treasurer

Since both the Treasurer and Assistant Treasurer are excused, this item will be on the agenda of the meeting next week.

### 7) Team reports

a) Demo site - Status Report

i) 90 days Demo

The first commission since launch has been received. Interesting would be to compare it to the number of conversions Cloud Access had over time and how it compares to the development of Siteground.

ii) Free hosting at joomla.com

The back-end was shared a few weeks ago. Last week the front-end became ready too. A group has been testing both and gave their feedback. Duke has been asked to look at it from a trademark perspective. When the design is approved it can be moved to joomla.com.

Marketing of the service is being discussed by the Marketing Team and Sensis. A launch date has been set for January 7th. Voxus can be asked to help with the press release of this service.

b) Event Team - Status Report

- i) The Event Team has been transferred to CLT. After Radek Suski stepped down from the board, Mike Carson and Saurabh Shah are the OSM members on the team that have been in charge of the team so far. Suggested is to discuss it internally in the team. The leader of the team can be chosen, and doesn't need to be a CLT or OSM member. Both CLT and OSM can have liaisons on the Event Team.

c) Capital Team - Status Report

i) Joomla Shop

Mike Veeckmans has shown interest to work on improvements. This will however only be worked on after the release of Joomla 3.4, on which many of the marketing members are working currently together with the end of support of version 2.5. The idea is to keep the client on the shop.joomla.org site instead of ending up in an amazon environment.

ii) Sponsorship

This week Joe Sonne and Mike Carson had a meeting with the person from Buysellads. The service provides a web based solution for the direct selling of ads, that we can use for joomla.org properties as well as sell our sponsorship packages. It can be used in conjunction with other services like Google AdSense. Recently a standard agreement was sent, it will be reviewed by Joe and Mike. This will solve issues with managing sponsorship. The commission involved for this service is 15%. This will need changing the sponsorship packages but can increase our revenue.

iii) Survey for large sponsors and partners

Recently there was an issue with a partner publishing their disappointment about the Joomla project on social media. Fortunately the post was taken down quickly after contacting the involved partner and a promise was made to provide a way for large sponsors and partners to communicate concerns about the Joomla Project directly to OSM without the need to go public. A survey is created for this purpose by Joe Sonne and Paul Orwig. The idea is to have this survey available on an ongoing bases for large sponsors and partners. A link to the survey is shared, the board is asked to review it and provide feedback. Submissions of the survey would go directly to the OSM Directors, so they can discuss it and handle concerns seriously.

The issue brought up by the partner involved concerns about the project not being able to keep

up with what the market is demanding, especially on codebase. Expressed was that developers could be engaged to help Joomla, it would however involve paid development. This is a big emotional topic in the community with people polarized on two sides.

d) OSM Website - Status Report

The new OSM website is live now. Behind the scenes there needs to be some cleaning up done, feedback is welcome and being processed by Saurabh Shah and Marijke Stuivenberg. Unfortunately the Uptime Robot will be much less contributing to the project after the launch of the new website.

Some new ideas, like a blog, will be implemented but needs input from all OSM Directors.

Missing are some financial reports that are not (yet) provided by the Treasurer. Marijke will get in contact with Victor about what kind of reports are required and will be provided on a regular base.

e) GSoC - Status Report

The team is working on the budget.

f) Certification - Status Report

At the world conference the certification team organized a pilot to test the certification platform. The team is discussing the results, there are certain challenges for it, and negotiations are ongoing about access and forking the platform. To be continued.

## 8) Unfinished Business

a) Contract RFP Marketing - Status Report

A copy of a signed contract by OSM was sent to Sensis on October 29th. Sensis came back with some changes they wanted, they have been replied to by Rod. Sadly the changes were not communicated to us in time, which resulted in more time for finalizing the contract. The changes have been reviewed by our lawyers and sent back to Sensis. We already received the first invoice, they have been informed that we will not pay it until they signed the contract.

## 9) New Business

a) Return on Investment from Funding of Leadership Summit at Joomla World Conference 2014

While it was important to have the leadership meet each other since a lot of people were feeling distance in the three leadership teams, there are also some notes on the effectiveness of the meetings.

It involves a lot of money to bring leadership team members together and therefore such events should have concrete results. There were some issues we recognize that could be organized in a better way.

Having a basic agenda and a leadership team member assigned to the creation of it, accountability for leading and organizing the meetings. In case we hire a facilitator, this should not be done last minute, but we should make sure this is a person with good knowledge about our type of project and enough time to prepare for the summit.

If no one steps up at least a month before the next summit, the OSM Board of Directors needs to step to lead the leadership team forward, otherwise OSM should not allocate use of budget line item related to the travel, lodging, and attendance at leadership summits.

b) Managing list email addresses OSM

There is a limit to the amount of OSM email addresses we can create in our free account. We are reaching this limit. Since the list has never been cleaned up and there are still a lot of old e-mail

addresses present, the list will be inventorised and cleaned up. Proposed is to clean up email addresses 1 year after a Board Director stepped down.

c) JandBeyond sponsorship

We received a request to sponsor J and Beyond again for the 2015 edition. There is no clarity about the budget yet and the owner of the budget item, since events has been transferred to CLT. We have to wait for that information that we hope to receive at the board meeting that is scheduled next week about the budget.

d) Cloud Access Post Demo contract and Global Sponsorship

A plan for Global Sponsorship has been created by Joe. The idea is to have a specific amount of Global Sponsorship packages that can be purchased by companies. Their benefits would be visibility at the Joomla.org websites family, at Joomla and non-Joomla events, social media, Joomla Community Magazine and Joomla Event Traveler scholarship acknowledgement.

In combination with this plan a proposal for a Post Demo Contract for Cloud Access is discussed. The aim is to maintain a positive relationship with CA and segue this relationship into a true Global Sponsorship model.

The board is positive about the idea of Global Sponsorship and the intention of implementing it in the 2015. CA should have an answer to their proposal, discussion regarding their proposal will be moved to the mailinglist.

e) Complaint JED suspension

In the previous months Sarah and Marijke have worked together with Sander Potjer from CLT and the JED team on a complaint that we have received from a company that was suspended by the JED. Motivations and proof have been reviewed and communication with the company has been documented and reviewed by the board. The board supports the suspension from JED of five years for this company.

Mike Carson made a motion to adjourn the meeting, Ronni Christiansen seconded. Motion passes with unanimous consent.

*Prepared by Marijke Stuivenberg (Secretary of the board of Open Source Matters, Inc)*