

Meeting Minutes - Open Source Matters, Inc. Board meeting 11 June 2015

Attendees: Jorge Lopez-Bachiller Fernandez, Martijn Boomsma, Ronni Christiansen, Rod Martin, Ryan Ozimek, Joe Sonne, Saurabh Shah, Marijke Stuivenberg, Sarah Watz

Excused: Victor Drover

Quorum: Yes

~~~~~

### 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

- a) Joe Sonne made the motion to approve the amended agenda as it was written. Jorge Lopez-Bachiller Fernandez seconded.  
The motion passed by unanimous consent.

### 4) Report of the President

#### a) Structure & Organization

The previous OSM meeting was just a couple of days before the vote on the new structure closed. Now we know that the new structure is adopted by the Leadership. It was a close call, but a two-third majority voted in favor. New tasks lay ahead of us, OSM will need to prepare the changes to the bylaws to come with it, and a transition team needs to be formed to make the structure change happen. An email was sent to the public Leadership email list about the process. Once this process has been finalized this it will hopefully calm down the organization.

#### b) Marketing & Communication

At JAB a Make it Happen session took place. A report from Sensis was received on the last day of JAB and is now distributed to the marketing team. We are looking forward to see if the team is able to use it in our advance. Joe will make sure that the Sensis report is shared in the OSM folder. The intention is to make the report public. The marketing team should be able to move forward on this in a positive fashion and volunteers can focus more on specifics from that report. The next stage will be deploying activities for strategy.

CLT applied for divers speeches on the Grace Hopper Conference, sadly they have all been turned down by the conference. Discussions are ongoing about attendance for the conference representing the Joomla project at the sponsor booth.

#### c) Internationalization

Good feedback has been received on the Internationalization department by local organizations. As already reported in the previous meeting minutes of the board, Sarah will be in Italy next month attending a Joomla festival as part of the world expo in Milan.

## 5) Report of the Treasurer

Due to absence of the Treasurer there is no report to discuss in this meeting.

## 6) Team Reports

### a) Demo & Joomla.com

- i) A meeting took place with Sarah, Martijn and Joe and Mike Veeckmans from the marketing team, regarding the email that was sent by SG and expressed their dissatisfaction about the branding awareness and especially they feel there is not enough traffic and conversions on the demo and joomla.com. Conversions are about 1% instead of the 3% that was mentioned in the RFP. They are looking for more visibility, as the statistics shows there are almost no links coming from the joomla.org sites to the demo and joomla.com.  
Statistics of May show no real improvement, though it has to be noted that the long term effects can be incremental and needs to be taken into account to interpret them.

At JAB Sarah had a meeting with Mike and Lilyana from SG and talked about the point of view of SG how the project can help to create more awareness on the branding.

Two documents with concrete output have been created and tasks to move forward from that for both SG and the project. Sarah will share these documents in the OSM folder. A call for volunteers for this team who can execute these tasks is prepared by the Marketing Team. Promoting the service needs to be more included overall in the project.

Discussion also included hiring an external firm to help promote this specific service, since the marketing team itself is overwhelmed with regular tasks promoting the project. Joe is looking into this idea and has been talking to a company with wide spread network. Expenses are high however and the question is if there is financial room for hiring an external firm. At this point there are no funds allocated for this. Allocating funds for it would only be justified if a specific tasks list and scope for this firm is created first.

### b) Capital Team

- i) Joe has been primarily working with the marketing team leader on the sponsor landing page. Process is slow however, which is mainly a consequence of working with volunteers. Hope is that there is progress soon so we can start selling more sponsorship packages.  
Creating a brochure for sponsors is one of the things that will help selling sponsorship. Another thing is that the capital team needs to be rebuild with hard core people that are able to talk on the phone and sell sponsorship packages to sponsors. However very few people are comfortable enough to do that. Any ideas can be directed to Joe.

One highlight of the month is contact with Google regarding Google apps. Two meetings took place with the Google ads team regarding Joomla users that can have an affiliate fee selling Google apps to their clients. Joe is trying to turn this it into a bigger item for Joomla.org in general, so that we can get a benefit from it for the project. Interestingly enough is that they are requesting traffic information for what they see as the best places for ads on the Joomla.org suite of sites. They identified the download page and the demo site.

### c) Certification Team

- i) The certification team is ready for developing the extension, they are looking for developers and especially lead developers. Names can be directed to Sarah.

The team is ready to launch the website in two weeks, the website will help to create more awareness of what has been going on and also to get more attention to it.

## 7) Any Unfinished Business

### a) new Policy for Money given to Events

Joe has been looking into the Joomla events charter, and reports that the charter does not include any of the requirements about requesting funds from OSM. His recommendation would be to have a form on the OSM website, as there used to be one, for requesting funds for a Joomla event. Creating a policy for giving money to events seems like a moot point at this time.

In the current structure the events team is part of CLT, that receives a large budget for events. OSM only approves the budget allocated for it, and the events team (under CLT) give their approval to events that apply to be recognized. As soon as they approve an event, the treasurer gets a request for the funding an event. That means that the events team apparently gives project money away without any policies on it. OSM should be at least able to put some rules and policies on it since they have the responsibility to make sure the project money is well spend.

Recommended by the board is that Joe works along with CLT on the policy. Where the source for requesting the money is, the policy needs to be known. Therefore the policy needs to be part of the charter and needs to be finished before the process on the budget for 2016 starts.

### b) Proposal for Joomla Training

The document containing the RFP has been cleaned and updated. Everyone is invited to have another look at it before it gets published. One of the main changes would be that the videos would be made available on training.joomla.org. Deadlines are included for the steps to process the RFP. There are no minimum revenue requirements included, since this could risk the program not happening. Currently it has a basic affiliate model, and is more seen as a benefit of having as a preservice to the community. Joe likes to get this RFP published as soon as possible.

### c) Joined Leadership Summit

Ryan shared a document, it includes a list of people that might be part of the event. Most of them are based in Central and North Europe. Taking into account work and vacations and the JWC, the dates september 25/26/27 would probably be the best time for a joined summit. The budget includes lodging, traveling, and a facilitator that we had worked with in the past. Basic topics are not worked out, since Ryan sees some roadblocks.

The main issue is with the timeline we've got with the structure changes that are planned. Will this be the first meeting of the leadership in the new structure, or the last meeting of the leadership in the old structure? When we aim to have elections in October, will it make sense and justify the expenses to have a summit with the leadership in the old structure. It could be seen as a departure and a handover to the leadership in the new structure. Making sure knowledge is shared. Most of it would depend on the scope and the purpose of this summit.

About the dates, will this be feasible and the best date range we can think of. If the scope of the summit would be more on transitioning, then it would perhaps make more sense to have a summit later on. If the new leadership would need to get a lot of new people figure out what they are doing, we need to do all we can to help them get things set.

Ideas are to bring this discussion into the Transition Team (yet to be formed). It will be proposed to

the structure team to make this part of the transition. Ryan will sent a mail to the Leadership mailing list about what we discussed in this meeting.

## **8) Any New Business**

### a) Transition Team Liaison

Each Leadership team will be asked to appoint a member of their team as a liaison for the Transition Team. If any OSM members want to apply for this job, they are asked to send an email to the OSM email list.

### b) Requirements for a management component for reimbursements

There are a lot of people working on policies for reimbursement, at the same time processing all reimbursements can be improved and the workflow can be made more convenient. Martijn thinks that a component for management of reimbursement could be helpful. It could be integrated on the OSM website. He drafted a document with the requirements for such a component, that can be used for an RFP in future. He welcomes comments and questions on it.

### c) Report on JAB

Ronni reports on the conference, according to him it was a big success. Redesign of the JUG portal, simplifying it, a group that worked on for web services within Joomla which resulted in a pull request and talks about the formation of a Joomla 4 team are a couple of highlights Ronni reports on. Overall the impression was that people were positive and felt good to be able to join and contribute on things. Attendance of the conference was not negatively impacted by the absence of the Leadership teams.

## **9) Date & Time of Next Meeting**

Proposed dates:

July 9 and August 13 8PM CEST

Joe Sonne made a motion to adjourn the meeting, Martijn Boomsma seconded. Motion passed by unanimous consent.

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