

Web Task Force Meeting Notes

Date: June 19, 2013

Time: 7:30 PM

Place: Cherrywood Coffeeshouse

Members present: Jennifer Potter-Miller, Chair; Aaron Choate, Marilyn Fenn, Terry Dyke.

Discussed the "no free links" directive: compliance particulars, and areas of the website to keep developing that aren't necessarily affected by it.

Actions/decisions:

- Jennifer will give Web Team report at next SC meeting, emphasize general progress on the website, briefly mention compliance.
- Jennifer will contact David Greene about subscribing Cherrywood.org to NNet so that new blog posts are automatically posted to the list
- Marilyn will post NNet announcement soliciting Get to Know Your Neighbors items
- We will use the "draft" feature of Wordpress for collaborative editing, rather than circulating copy by email
- Marilyn will work with Girard to set up a regular column for him.
- We will reach out to see if any other neighbors want to do a similar column
- Training for Web team in ~2 weeks. Marilyn will write up some basic instructional documents, post to Google Drive
- Aaron asked that when we log in to Google Drive, we do so using cherrywood.org credentials
- Aaron will fix current CPanel issues, revisit our hosting situation for when it expires in November.
- Webteam members will acquire avatars (from gravatar.com)

Discussed details of compliance with the directive and the spirit of it: many borderline cases

- Aaron mentioned that Girard stated an exception at the last SC meeting -- direct links to services "of the common good" would be okay. For example, a local day-care business.
- Terry and Aaron suggested specific areas where we might consider direct business links okay
- Group formulated a position on compliance with the directive in which
 - 1) we "grandfather in" the few existing business links, viewing the directive as meant to apply on a going-forward basis
 - 2) links to businesses that appear in the text of news items are to be considered editorial content and therefore acceptable
 - 3) any business links appearing in Get to Know Your Neighbors are to be considered the responsibility of users and also acceptable
 - 4) for the time being, we deal with any business link issues in the Recommendations section on a case-by-case basis, each to be resolved in the spirit of the directive

Discussed revenue options other than advertising.

- Jennifer reported that Salvage Vanguard Theater and In.gredients have approached her offering support for the website.
- Aaron suggested that we could put up a Paypal "donate" button

Discussed the prospects about the idea of advertising on the website: its origins not from immediate need, but more as a conciliatory response to the claim that unpaid links would harm Flea ad revenue; also, the realistic considerations about available time and staffing for a coordinated ad program between the Flea and the website.

On reviewing the proposed ad program, the demands it would place, and the apparent lack of necessity for it, the Web Team thought it best to defer any initiatives for advertising on Cherrywood.org until a later time when the need might arise, when the site would be better established, and when opportunities for staffing an ad program might become more available.

Decision: call a Web Task Force meeting for Monday June 24, 7:30 PM at the Cherrywood Coffeehouse, announced via Neighbornet five days in advance, to formulate and adopt recommendations for presentation to the Steering Committee.

Meeting notes recorded and submitted by Terry Dyke