

Web Task Force Meeting Notes

Date: June 24, 2013

Time: 7:30 PM

Place: Cherrywood Coffeehouse

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

CNA members present: Girard Kinney, Dolly Ensey

Discussed details of compliance with the "no free business links" directive and the spirit of it.

Group formulated an operational policy 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
- 5) direct links to services which may be commercial, but "of the common good" are acceptable. For example, a local day-care business.

Girard reviewed the policy and found that, in his opinion, it was sufficiently compliant.

Group adopted the policy.

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.

The group adopted the following recommendation to return to the Steering Committee:

On reviewing the proposed ad program, the Web Task Force recommends that any initiatives for advertising on Cherrywood.org be deferred 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.

Dolly Ensey expressed interest in seeing that the Flea archive on Cherrywood.org be completed, to include back issues from 1995-2001. She brought paper copies of those issues and turned them over to the group.

Action items:

- Aaron will scan the Flea back issues in a text-searchable format.
- Dolly will provide a short write-up of the Flea history, to appear on the Flea archive page.
- Jennifer will blog about old Fleas
- Terry will ask Steve to send out a link to the current Flea as soon as it goes to the printer; also announce on Neighbornet.
- Training for Web Team set for July 2 at Aaron's house.

Meeting notes recorded and submitted by Terry Dyke