

Board Agenda/Minutes: Mtg #1

Attendees

Scott Yates
 Claire Wardle
 Ralph Brown

Dates

March, June, Sept., Dec. Fourth Tuesday

Detail

[Meeting Link](#)

1	<p>Officially publish spec</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Background: The spec document is currently in draft status. If the board approves, this will become a "released" document. All future changes will need to be approved by the board or by any committee designated by the board.</p> </div> <p>Decision: Notes</p> <p>Yes Claire notes that she's happy with the technical people who reviewed. Unanimous decision to move the document from Draft to Released. From now on all changes will have to be approved by either the Spec Working Group, or by the Board.</p>	Spec
2	<p>Working Groups</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Background: Proposal is that we start with three working groups: Reference Document (the group approving changes to the spec), Advertising (working with the AdTech community to encourage use of the trust.txt signal), and Marketing (the group that will help spread the word about JournalList and trust.txt).</p> </div> <p>Decision: Notes</p> <p>Approved: Reference Document, Advertising, and Marketing Working Group guidelines needed, Ralph will assist and draft with extant examples. Don't put the cart before the horse of over-regulating something that as yet doesn't have participation, but do set up some Policies and Procedures so that the process is clear for all.</p>	Internal
3	<p>Should the Board or the Working Groups approve new members?</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Background: Once the board names the heads of the groups, should that person have authority to name any Member of JournalList to the group, or should they only recommend and the board approves?</p> </div> <p>Decision: Notes</p> <p>Groups are open to all members. In the service of being open, let anyone join who is a member of JournalList. Chair should be elected by group, not board, but board can step in if there are issues. You do have to be a member to join JournalList. Group needs to build trust, and can do so better by letting people in that they recommend. Chair has power to fix problems.</p>	Internal

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<p style="text-align: center;">4</p>	<p style="text-align: center;">Budget Review</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Background:</td> <td>The P&L and Balance sheet are on other tabs in fin/ops document. Not much to report as of yet.</td> </tr> </table> <p>Decision: Notes</p> <p>[Discussion only]</p> <p>I previously had a "loan" in the transactions spreadsheet, but later took that out. That was me writing a check to the lawyers for \$1,000, but because it wasn't in the bank account, I thought it was more confusing to leave it in. Without that loan this spreadsheet will correspond exactly with the bank account. I reviewed with the board the debts that I've just been paying for, which are still under \$5,000 total. No other discussion.</p>	Background:	The P&L and Balance sheet are on other tabs in fin/ops document. Not much to report as of yet.	<p style="text-align: right;">Internal</p>
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<p style="text-align: center;">5</p>	<p style="text-align: center;">Financial Transparency</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Background:</td> <td>Should JournalList adopt a philosophy of radical transparency by publishing bank statements, full P&L and Balance Sheet, etc?</td> </tr> </table> <p>Decision: Notes</p> <p>Yes</p> <p>After a discussion, the unanimous decision was to publish it all, and not just the form 990 or some other minimal annual disclosure. The thinking is that this will help increase the level of trust among publishers that the membership fees are a good investment, and that we want to avoid any appearance of keeping anything secret.</p>	Background:	Should JournalList adopt a philosophy of radical transparency by publishing bank statements, full P&L and Balance Sheet, etc?	<p style="text-align: right;">Site</p>
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<p style="text-align: center;">6</p>	<p style="text-align: center;">Goal Setting</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Background:</td> <td>Proposed goals for the next quarter are: #1. Contact each of the ~160 associations on the Prospects tab at least three times. # 2. Finish creation of documents to help associations encourage their members to join JournalList and participate in using trust.txt. # 3. Recruit heads and members of working groups and see that they begin work.</td> </tr> </table> <p>Decision: Notes</p> <p>Approve</p> <p>The board generally discussed these goals, and agreed that this is the highest priority for the organization</p>	Background:	Proposed goals for the next quarter are: #1. Contact each of the ~160 associations on the Prospects tab at least three times. # 2. Finish creation of documents to help associations encourage their members to join JournalList and participate in using trust.txt. # 3. Recruit heads and members of working groups and see that they begin work.	<p style="text-align: right;">Internal</p>
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What should I be tracking?

Background: You can only improve what you can measure. What should I be measuring? What will make us comfortable as a board looking at on a regular basis that will show that we are making progress?

Internal

Decision

Notes

Track Membership, and then, if possible, actual adoption.

The discussion was that there is really only one metric that matters: Membership. Web traffic, etc., was not discussed. After membership, it may be good to try to track how many members actually post a trust.txt file on their sites. As for membership, it may be good to track the time from first contact until a member joins and then posts, and to do that JournalList may want to invest in a CRM that makes that possible.

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Open agenda item

Background: Anything not on the agenda.

Internal

Decision

Notes

None

General agreement that JournalList is now properly positioned internally, and now just needs to work with potential members to encourage them to join.