

# Minutes for ACCU Committee meeting 24th January 2021, via Google Meet

Meeting started at 14:35.

## 1. Attending

Robin Williams, Bob Schmidt, Roger Orr, Ralph McArdeell, Matt Jones, Felix Petriconi, Adeel Nadeem, Phil Nash, Jim Hague, Geoff Daniels, Guy Davidson, Patrick Martin

## Apologies for absence

None

## 2. Russel Winder

The committee observed a minute's silence in memory of Russel Winder, a long time member and active and valued contributor to the Society.

## 3. Minutes from last meetings

The committee approved the minutes of the previous meeting

## 4. Actions in progress

**Note:** the Google Sheet for actions is here:

[https://docs.google.com/spreadsheets/d/1RMTorasYR\\_A94VBjv-Dn6ghhTVWLbW0w1ekhN994qFI](https://docs.google.com/spreadsheets/d/1RMTorasYR_A94VBjv-Dn6ghhTVWLbW0w1ekhN994qFI)

## Actions from previous meetings:

122	Patrick: update the very old advertising card - get ad server stats and web visits from Bob and Jim
140	Phil: write up and pass round his suggestions for local group affiliations
143	Patrick: suggestions to define some central storage solution for ACCU documents. etc. consider GDPR - talk to Rob Pauer
146	Phil: Local groups: propose to add "affiliated groups" section underneath - Phil to send details to Bob
153	Patrick: to investigate setting up the safety account for the Paypal payments
156	Matt: Ask corporate members for email list updates in March/April, in time for the next committee election. Up to 5 addresses to be added to mailing list for each corporate member.
163	Adeel: find speakers for online "local" talks, contact Ralph/Phil about arrangements
165	Matt: follow up on student hardship membership. Will request proof of student status.
166	Robin: Add item to agenda of next meeting on whether an accu-jobs list might be a useful facility, or job listing page on web site.
167	Robin: Add agenda item on mentorship possibilities, e.g. offering code review. To be considered for when new membership system is in place.

168	Bob/Jim: Look into website stats to confirm current visitor numbers and update advertising material
-----	---

122: Bob has sent details, but Patrick focussing on accounts.

140: Phil will re-distribute his suggestions by e-mail.

143: Ongoing.

146: Phil will send details to Bob

153: Ongoing.

156: In hand. Clarified scope of action.

163: Ongoing. Have raised some initial interest, but it has been difficult to get people to commit. Possible mentoring on how to give online talks.

165: Done

166: Done

167: Done

168: Bob: reviewed recent access log, suggests that site has 2,300 unique visitors per day, 51,000 over month of December. Bob has shared script with Patrick. Possibly investigate other analytic solutions/regular runs of Bob's script, as will be useful to support advertising income.

### **Actions added by this meeting:**

169	Jim: Draft response to Sencha re compliance request and send reply
170	Jim: Investigate use of analytics on the web site, add Chair to existing Google Analytics account
171	Adeel/Bob: Update details on benefits of corporate membership on website, based on Google document.
172	Robin: Add agenda item for meeting after conference to clarify benefits of corporate memberships.
173	Robin: Add agenda item to review GDPR compliance of analytics

## **5. Reports**

### **5.1 Advertising**

Only two recurring advertisers: QBS & Clearly Stated. Bob will correct ad for the Spring ACCU conference to be online rather than in Bristol, and revise other details. Not obvious what our pricing levels should be, partly due to the extended gap since the Advertising committee role was last filled. Old "Media Pack" had very old statistics -- some of these are included in journals, and should probably be updated/removed.

*Online ad ballpark: £100 per month*

*Print ad ballpark: £50 -> £200 depending on size (£1000 for cover)*

## **5.2 Conference**

*The schedule is now on line and registration available. Dress rehearsal to be run one week before, to minimize technical issues. Discussion wrt carry-over of registration and fees from last year, Felix will confirm with A-Y that this has been notified to those for whom this applies. Julie has had recent health issues, so organization is now in hands of Charlotte. The committee will arrange to send flowers to Julie on behalf of ACCU in recognition of her long-term support of the conference.*

*Post-conference workshop date added.*

## **5.3 Local Groups**

*One ACCU London meetup since last time Phil Nash had been present, as discussed previously. No postings recently on Local Groups Slack Workspace. Phil will engage with other local group leaders on possible activities. This is a useful opportunity for practice talks before conference.*

## **5.4 Membership**

*Membership numbers are here:*

[https://docs.google.com/spreadsheets/d/1\\_DBWE4ya54atjshmEMzA4qdWEa-bagJVc4A36u\\_YOpO/edit#gid=8](https://docs.google.com/spreadsheets/d/1_DBWE4ya54atjshmEMzA4qdWEa-bagJVc4A36u_YOpO/edit#gid=8)

*At the time of writing, we have 5 new members for 2021. The first was from Australia, then Taiwan, UK, UK, and Norway. So we continue to attract members from all around the world.*

*Nothing else noteworthy.*

## **5.5 Treasurer**

*Having issues with getting full set of statements, reports should be complete for AGM.*

*Largest cost is magazines, any economies would be useful to the accounts, but small changes may not be worth the hassle. Profit from conference income has not been available in 2020 & 2021. Can we extend advertising or otherwise diversify income? Can we usefully monetize access to a pool of developers for potential recruiters (while providing a useful service)? How do we generate more name recognition -- new website and social media visibility should help. Is it worth advertising ACCU actively?*

## **5.6 Publicity & Social Media**

*Content is being posted, and items from Google Doc on benefits of membership. Ad for conference picked up ~ 10 re-tweets and likes. Need to drive network effects.*

*Patrick will draft document on possible social media mechanisms.*

## **5.7 Standards**

*No WG21 meetings face-to-face next year. Guy is attending as many meetings as possible, useful content for magazines. Committee is transitioning to a more regular, smooth cadence from 3 large meetings per year. A committee member has suggested that C++23 is "full" as far as libraries are concerned, so*

*C++23 will be consolidation rather than a major advance.*

## **5.8 Website**

*Recent Overload & CVu published, next CVu will be reviewed and published on the website tomorrow. No progress on new membership site, hope to get back to this soon. Nothing to report on hosting. Old website had Google Analytics, Jim has created new tracker but not yet active. Need to review GDPR compliance of tracking & analytics.*

## **5.9 Publications**

*Trouble finding articles: ACCU members seem to be busier than usual at present. Trialling Alison providing article covers, as Pete Goodliffe is very busy.*

*Next Overload will have article by Bjarne Stroustrup -- this should be made visible through social media.*

## **6. Ordinary Items**

6.1 Might an accu-jobs list be a useful facility, or job listing page on web site?

Move to Google Doc to collect viewpoints.

6.2 Mentorship possibilities, e.g. offering code review. To be considered for when new membership system is in place.

Move to Google Doc to collect viewpoints.

6.3 Renewal of ACCU conference YouTube comment management service

Agreed. Renewal proposed by Patrick Martin, agreed unanimously.

6.4 Arrangements for 2021 AGM

Venue: probably Zoom, agree with Phil Nash to avoid time limits.

General coordination. Membership has dropped below level where we can have 9 voting committee members beyond the named posts. We are compliant with this, as Conference chair & Web Editor are non-voting. Bob will publish AGM schedule on website.

6.5 Sencha compliance notice for one web page

We seem to be going circles with an IP compliance complaint sent by Sencha with regard to Javascript they assert to be present on one page on the ACCU website. Several of the committee have reviewed the source of the page at issue, and have failed to find any context which could infringe Sencha's IP. Jim will draft and distribute a response.

## **7. Any other business**

Matt will coordinate condolence card for Russel Winder's partner.

## **8. Date of next meeting**

The date of the next committee meeting will (provisionally) be 21st March 2021 @ 14:30, via Google Meet.