

# OSMF Board Meeting

## Seattle Face to Face Minutes

**November 04-05, 2011**

Present: Steve Coast, Henk Hoff, Oliver Kühn, Dermot McNally, Matt Amos, Mikel Maron  
Apologies: Richard Fairhurst

### [OSMF Board Meeting](#)

#### [Seattle Face to Face Minutes](#)

#### [Presentations](#)

[Steve's Presentation](#)

[Oliver's Presentation](#)

[HOT -- what can OSMF learn?](#)

#### [Administrative items](#)

[Board minutes of 20110927](#)

[Old business](#)

#### [Agenda](#)

##### [Goals](#)

[The World's Most Used Map](#)

[Easier Contribution for Non-Geeks](#)

[More Than Just Streets](#)

[Cultivating Leadership of Mappers. Shared Goals Between the Community & OSMF](#)

##### [Actions and Big Audacious Goals](#)

##### [Management Team](#)

[Composition and attendance](#)

##### [Budget](#)

[Short grant](#)

[Budget Process](#)

##### [Design](#)

[New Site, short term](#)

[Long term design process](#)

##### [Communications](#)

[OSM for your boss](#)

[Monthly email](#)

##### [Moderation](#)

[License WG](#)

[Data WG](#)

[Strategic WG](#)

[Local Chapter WG](#)

## **Presentations**

### **Steve's Presentation**

Steve presented trends and the potential future courses for OSM.

### **Oliver's Presentation**

Oliver discussed management styles and managing team alignment.

### **HOT -- what can OSMF learn?**

Mikel led discussion of comparisons and contrasts of OSMF with HOT.

## **Administrative items**

### **Board minutes of 20110927**

approved with no objections.

Proposed: Steve

Seconded: Oliver

### **Old business**

Board approves OWG request for new DB server purchase.

# Agenda

Strategic planning for the coming year. Set high levels goals, align with some specific “Big Audacious” actions for the Foundation, and provide guidance for self directed activities of Management Team and Working Groups.

## Goals

After extensive discussion, four big picture goals were accepted for the Foundation for the coming year. For each goal, the Board clarified into the most high priority components.

Other important considerations, outside of current strategic focus, are included (in italics) for completeness.

### The World's Most Used Map

Make OSM more popular and useful to more people to the point that OpenStreetMap becomes the World's Most Used Map.

The website should be easy to use. OSM should have an attractive, identifiable, and effective UI and UX, a “Design DNA”.

Use of OSM by third parties means OSM can be found inside many sites, products and projects (not only osm.org).

*Search and routing should both work "as expected". It should be blazingly fast and work on all devices. The site should also make thematic and local extracts and downloads easier as well. Internationalization and accessibility capable where possible.*

### Easier Contribution for Non-Geeks

Many OpenStreetMap contributors are technically advanced. Promote and create methods to allow other groups to contribute to OSM more easily. Smooth out the learning curve.

Encourage and deploy specialized editors for single-function mapping to enable easier contributions by subject matter experts. Specialized, mobile and opportunistic editors as well. Improve and increase user documentation and tutorials. Improve communication channels to mappers for updates and news. Seek and consider feedback from usability studies.

*Further topics of discussion in this subject area were building tools to improve community and community building tools between mappers, simplifying sign-up, adding gaming aspects to map contributions, formal market research and outreach to communities currently under-represented in OSM.*

## **More Than Just Streets**

Increase awareness that OpenStreetMap is much more than only map of streets. Present the breadth and depth of OSM data to wider audiences.

Build and support tools for public relations. Use specialty cartography to demonstrate the breadth and depth of OSM data.

## **Cultivating Leadership of Mappers. Shared Goals Between the Community & OSMF**

Help strengthen local, regional and global OSM communities. And build a functional Foundation.

Give a clear mandate, vision and goals to the Management Team and Working Groups, and support their effective action organizationally and financially, so that the Foundation is accountable to its goals and the community. Help keep discussion within the Foundation civil and productive. Build and encourage tools to strengthen OSM communities at all scales.

Demonstrate to the community the merit of the goals adopted by OSMF - whether through improved tools, communication, whatever - in this way encourage (not force) the community to support and work towards these goals.

## **Actions and Big Audacious Goals**

We broke down the above objectives into actions, aligned thematically or according to WG, and set big audacious goals for all.

Working Groups are encouraged to look to set their activities and ideas in motion to meet goals, and go beyond what's laid out here. Some definite actions are specifically indicated. Others are more vague. All are just first steps.

## **Management Team**

The Board wishes it be known that the Management Team runs day-to-day operations and decisions in the Foundation as raised by the constituent members (the working groups).

ACTION: all Board to attend next MT meeting

## **Composition and attendance**

One person from each WG. Does not need to be the Chair. At least one Board member should be present. Open to external requests to attend/invitation.

Attendance and participation is a problem. Approaches can be punitive, removing membership for excessive absences, or granting/awarding of membership levels.

This issue is put to the Management Team itself to discuss and improve.

## **Budget**

### **Short grant**

With the intention to jump start budgeting within the Foundation, each working group is granted a One-Off immediate budget of \$1000. No approval is necessary. Reimbursed on receipt of expense form, and published description of how it was spent.

### **Budget Process**

Each WG is responsible to write up a one-page budget projection for 2012. Management Team will discuss all budgets & make recommendations to the Board. Treasurer will review budgets, and notify Board of pending requests. No full Board meeting required, but may be called if desired by Board between receiving recommendation and Treasurer approval.

Working Groups will coordinate donation drives with the Management Team, which has authority to initiate them.

ACTION: Each WG/MT: 1 page Action plan/budget for 2012 by end of December. Matt to present at next MT meeting.

ACTION: Every WG to meet in person around SOTM. Resources can be available for this. Budget this. Steve to present at next MT meeting.

ACTION: Mikel to explore possible grants for face to face meetings

## **Design**

### **New Site, short term**

A new short term site design process will result in a quick iteration improvement of the design and usability of the present site.

ACTION: Steve to procure designs (skobbler, google, bing, ...) , open process to allow anyone to submit ideas and begin weekly design meetings.

ACTION: Matt take responsibility for seeing through deployment of short cycle redesign process

ACTION: osm.org will be the design staging place. osm.org (or beta.osm.org domain) rails box with empty db, that can be updated at will.

1st Feb 2012: design and implementation

1st May 2012: deployment by EWG

## **Long term design process**

The design list, and potentially design working group, is encouraged to continue a thorough process of substantial, long term, and ongoing design of OSM sites.

## **Communications**

We wish to see OSM of the front page of the New York Times (and/or similar high-circulation, non-specialized publication), to have 1,000,000 twitter followers, and an active Facebook page.

OSM should “well known”, the public should have a broad and deep understanding of what OSM is capable of, and of its uniqueness: up to date, made by you, extensive, free as in speech.

## **OSM for your boss**

For government, corporate, and other organizational users, we wish to see a simple, presentable document for advocates within these organizations “OSM for your boss”

ACTION: Draft "OSM for your boss" document.

## **Monthly email**

Some significant percentage of users may be signed up for an opt-out monthly newsletter. Experience from this test group to be used to inform any future use of this medium.

ACTION: Steve to push this process with appropriate Working Groups (CWG, OWG, EWG) and measure the results in terms of OSM activity.

## **Moderation**

Board has decided: Sustained advocacy of forks is “disruptive” on the lists, and is not “contributing to the community”, that bans may be given in such cases. If you are banned from one list, banned from all. This requires enough moderators, and coordination.

ACTION: Mikel to ask MT to implement more coordinated and comprehensive moderation, this month.

## **License WG**

Final ODbL switch by 01 April 2012

First ODbL planet by 04 April 2012.

ACTION: Oliver to notify LWG

## **Data WG**

Support removal of non-ODbL data by 01 Apr 2012

## **Strategic WG**

ACTION: Henk have AoA ready for vote before 1 April 2012

ACTION: SWG needs to review “Memorandum of Association”

ACTION: Dermot to get SWG to explore Core Values

## **Local Chapter WG**

Local Chapters Agreements completed before SOTM 2012

## **Operations WG**

Outline plan for several future growth projections of OSM. Make the infrastructure horizontally scalable by 31 December 2012.

## Engineering WG

Prioritize technical development needs for OSM. Consider clear lists, bounties.

For “specialist” users, investigate requirements for use of OSM (for instance, what extensions from what GeoFabrik offers in Shapefile download might be helpful).

Support the launch of new website 01 May 2012

## Mapping Coordination Tools

There are many “tools” that help mappers direct their efforts: project of the week, best of osm, image of the week, OSM Inspector etc. What other tools can be used, or used more effectively.

Are there potential or existing tools to help measure completeness, and represent completeness (translucence in tiles related to measurement of “quality”, “newness”, names, house numbers etc)? Can we make it easier and more appealing for mappers to measure their area against these or other metrics important to them?

ACTION: Dermot to look at requirements and tools

ACTION: Dermot to follow up with CloudMade about finding a home for Mapzen Pol collector for the iphone / android ?

## State of the Map WG

ACTION: Steve to put out call for proposals this month.