

[10:32] Welcome to Home Room! Dial in number is (34)932208649. SIP dial in URI is 309817102@sip.de.meet.coop. Conference PIN is 87061. Dial in support is being piloted. See forums for details. This service is provided by The Online Meeting Co-operative.
[10:32] To invite someone to the meeting, send them this link:
<https://de.meet.coop/nic-lgg-kta-gnt>
[10:33] Z: Hey.
[10:33] rich jensen: peace
[10:36] Z: Welcome, Hop.
[10:36] rich jensen: +1
[10:36] LLK: Hello Hop and Hello Michael !
[10:37] Michael Munton: Hello all! Glad to be here
[10:44] Hakanto: Everyone, you're also invited to introduce yourselves in the chat -- please say hi to our new folks here
[10:45] Hakanto: We'll be jumping into Jarred's agenda soon
[10:48] Peter Klingelhofer he|him: Hey all, for those who don't know me I'm Peter K (he/him) and I'm a software developer and musician, and I've been volunteering on the software dev side. Great to be here! Cheers!
[10:49] Hakanto: For folks unfamiliar with this software, on the left you've got links to the Chat and also to the Notes section.

The Notes section is where Jarred will be keeping track of the OKRs that we're talking through

[10:50] sunita (she/her): hi yall sunita (she her), based in boston via richmond, board member/secretary
[10:51] rich jensen: Peace Peter and Sunita!
[10:52] rich jensen: Peace melissa!
[10:52] Nick Meyne: Hello! Nick Meyne here.. worker in the coop in Finance and Development and lots more :-)
[10:52] melissa: hi, sorry i'm late. looooooong day
[10:53] sue: my cursor is not working on the grid
[10:53] LLK: I'm Louis-Louise Kay, I'm a musician (my music's on Resonate incidentally) and I've been active on the forum for over a year now trying to help to the best of my abilities and bring some thoughts on how we can be the best version of the platform we're dreaming of.
[10:56] Nick Meyne: I do have a set of metrics and targets that I included in the Business Plan that we presented to the EU sponsors... I can put them in the doc if they would help
[10:56] sue: Key Objective: increase operational income (memberships, streaming credits, merchandise)
[10:57] Nick Meyne: Here are the 5 target areas we suggested earlier:
Catalogue: number of artists and tracks and growth. We have a dashboard that tracks and announces new artist talent joining the platform and new work from existing artists.

Revenue: We track overall artists share and revenue per play (= 2-3x industry average) and ensure payouts (nb would be great to pay credits direct to an artist identity wallet rather than pay Stripe € fees!)

Effort and Costs: Development delivery metrics, Volunteer contributions (we have many great unpaid volunteers to celebrate!), Volunteer goodwill / temp check - informal, board meeting discussion. Paid staff costs, P&L and cash flow forecast.

Community engagement: we are driving for more human engagement, so we follow forum posts, participation in weekly open calls, community proposals, supporter shares.

Membership Growth and Social media / Brand awareness: Signups and subscriptions. Twitter, FB etc using SproutSocial and other tools to maintain our profile and brand. Also monitoring press articles.

[10:59] Murray: Cursor not working but agree

[10:59] Nick Meyne: I don't have a cursor either
[11:00] rich jensen: FWIW, the last session was not recorded when attempted
[11:01] sue: I am. going to rejoin to see if my cursor will work
[11:02] Z: Thank you.
[11:02] Nick Meyne: @rich - meet.coop had downtime and restore - I think it was probably recorded OK
[11:07] sunita (she/her): not flashy but with compliance-getting our shares language, membership classes, terms and conditions reviewed and up to date, governance protocols compliant w rulebook, arching towards the democratizing goal more or less
[11:07] Nick Meyne: We should distinguish between regular operating metrics and those associated with 'business change' ie. process and tech development work.
[11:08] rich jensen: 20K New Listener Members
[11:08] rich jensen: Professional Stream2Own Service for Rights Holders
[11:08] melissa: + 1 sunita
[11:09] melissa: +1 rich
[11:10] Nick Meyne: Recurring subscription income.
One off small donations.
One off large donations.
Seamless, low friction sign-up.
Better retention of members / supporters
[11:11] Hakanto: @sunita "getting our shares language, membership classes, terms and conditions reviewed and up to date, governance protocols compliant w rulebook"
[11:14] Nick Meyne: Also... Reputational stuff: e.g. Paying artists what we owe them (in line with policy), however little that is.
[11:14] sunita (she/her): +1 nick
[11:14] Hakanto: +1 nick
[11:14] Z: +1 on Nick. I think something that could be helpful in terms of both prioritization and order of operations is thinking about which next steps allow us to kill/feed more birds with one stone/bread, and especially taking into consideration the existential state of the co-op. For example, updating and pushing the new site with revamped Support and/or Donate pages helps people better understand what Resonate is so that they can ultimately join, while also giving them a clearer and more articulated pathway to supporting. This is, of course, needed along with performance updates on the technical side, but in my view, the tech convo carries into a broader discussion about what is good enough for now to further push in a way that allows us to take in more support in the limited window of time we currently have.
[11:15] Nick Meyne: +1 Z
[11:17] Nick Meyne: Another one - getting better at delivering - the habit of continuous delivery
[11:17] rich jensen: Link to my OKRs:
https://docs.google.com/spreadsheets/d/1aCCKIJXckxxZB0ka0o8Ug1MIpdWMC_4xA8rHLu723x4/edit?usp=sharing
[11:19] Nick Meyne: Increasing the diversity of catalogue, artists and listeners... especially geographical reach
[11:19] Hakanto: Polling doesn't allow more than 4 options, sadly.
[11:19] LLK: We can do the poll "manually"
[11:20] LLK: Unless people care about the vote being anonymous
[11:20] Peter Klingelhofer he|him: If people don't care about anonymity, we could have everyone add their name under their top three picks in the Notes section itself perhaps?
[11:21] LLK: Yes, fine by me
[11:21] sunita (she/her): +1
[11:22] Nick Meyne: Here's the link to the Resonate biz plan we presented to Essif-lab... if it helps?
https://docs.google.com/presentation/d/11cawxrd98dqlmNkH_SIXqxVMmEI96qoVcNrbp5uX-Q/edit?usp=sharing
[11:23] Nick Meyne: The focus is obv much more on short term funding now

[11:24] sue: cursor stil not working
[11:24] LLK: I agree with Jared
[11:25] LLK: Jarred* sorry
[11:25] sue: Agree Jarred
[11:27] rich jensen: "Legitimacy" for me is paying publishing rights holders . Means we have proper licenses and ingest data (that we don't ingest now)
[11:27] Z: My understanding is that we do not have much time. That is why prioritization is so important. What is doable given the limited time?
[11:27] Z: Re: Hop.
[11:28] Z: What can get us over some hurdles so that we have a future where we can worry about the long-term, "ideal" things.
[11:28] LLK: I agree with Sunita, anything that gets us moving forward with OKRs is first and foremost
[11:29] Nick Meyne: Leverage our EXISTING dormant listener base. 85% of our listeners have gone away... reach out to recapture and retain them
[11:29] melissa: +1 nick
[11:30] Nick Meyne: Improve the very low conversion ratio between signup and joining / membership
[11:30] LLK: Actually Nick it's really down to how sign up works right now
[11:30] LLK: (I think that's more a discussion for the forum though as it's really UX oriented)
[11:31] Z: See, I think that's doable, but that we also have much larger, untapped bases we can reach out to with the right presentation and a baseline improvement on operations, and if we nail those last two areas, we can go for it all.
[11:31] Z: +1 LLK (related to what I'm saying.)
[11:31] Nick Meyne: @llk that's why we have a new signup process, nearly finished, in test
[11:32] Nick Meyne: need to get enough funding to get it done
[11:32] Nick Meyne: and deployed
[11:33] LLK: Fine for me
[11:33] LLK: I think the point is defining which of those are Q1
[11:35] rich jensen: I like 5 and 7
[11:35] sunita (she/her): how my brain sorted it FWIW:
[11:35] sunita (she/her): 1. increase Fund raising
2. Increase user base
- Increase operational income
- increase professional catalog on the platform
- increase artists on platform
- increase legitimacy of platform
3. Make joining the platform easier
- increase member engagement in cooperative work
- democratize the cooperative
[11:36] Nick Meyne: +1 sunita
[11:36] Hakanto: cursors are fixed
[11:37] sunita (she/her): ack tabs don't transfer so:
[11:37] sunita (she/her): 1. increase Fund raising
2. Increase user base
a. Increase operational income
- increase professional catalog on the platform
- increase artists on platform
- increase legitimacy of platform
3. Make joining the platform easier
a. increase member engagement in cooperative work
[11:37] Z: Re: Nick, we need funding in general, but we also have volunteers who are saying it's technically doable now. I don't know enough on the tech side to say anything beyond that, but I do know there are a few options on this front, and that not all of them are as expensive as a traditional native app. So maybe taking the assessments of those volunteering on the iOS/Android front is what makes the most sense, and then going from there with regard to the numbers they're giving. Saying

this more for LLK and any others who see the importance of this.

[11:37] Z: Sorry for interrupting flow here; just wanted to respond to that.

[11:43] Z: Formalize? Streamline? Automate?

[11:43] rich jensen: 3/4/9/10 fold under 5

[11:43] Nick Meyne: @Z no problem, yes if we can reach out to collaborators in our ecosystem to deliver that is great. Need to have those API's, security, and some integration management to do that.. ass well as the free mobile app devs

[11:46] sue: Professional automation of the platform

[11:46] sue: Hi tech Hi touch platform

[11:48] Z: I think "streamline" is the right word.

[11:48] Z: For the record.

[11:48] Nick Meyne: we need to get better at cost management too - start-stop is very inefficient and demoralizing for workers

[11:51] Nick Meyne: I think increasing user base through outreach via their artists is a good tactic

[11:52] Jarred: Timecheck

[11:52] LLK: Just for recorded let it be known I hate with all my heart the very concept of the word "professional"

[11:53] Nick Meyne: :-)

[11:53] Z: Same.

[11:53] sue: Leading edge platform for artists?

[11:53] LLK: It's just here I think a matter of saying "it's a functional tool for the people for whom music is a profession" and have it be useful in this very pragmatic sense, and I'm ok to brainstorm different wordings in the future

[11:54] Nick Meyne: Specific target areas please - goals - for which stake holder? for what outcome?

[11:55] LLK: Yeah to me "professionalize the platforms" means exactly "is the platform suitable for people who work in the music industry already and have specific work and legal organisations"

[11:55] sue: Multi stakeholder platform?

[11:55] LLK: More precisely, and then there "does it look professional (which means nothing but yadi yada) to users" which is a very different matter

[11:57] Hakanto: Z you're up next

[11:58] Hakanto: There's gotta be another word than "professional", which expresses that we want to be efficient, competent, and capable

[12:00] sunita (she/her): minimum desirable product?

[12:00] sunita (she/her): or are we lofty in bypassing the viable stage

[12:00] melissa: how about "efficient" instead of professional?

[12:00] Nick Meyne: effective = get goals done
efficient = do it for minimum resource
...but also do it RIGHT (ethically, socially etc as a community)

[12:00] sunita (she/her): seems like we're trying to get to an MDP point no?

[12:01] LLK: (what's MDP?)

[12:01] melissa: proficient

[12:01] sunita (she/her): Minimum desirable product

[12:02] LLK: Because of all the violence that it entails ^^

[12:02] sue: maybe we capture the sense for now and refine later?

[12:02] sunita (she/her): has a particular context origin but like, it's kind of what we're doing here right

[12:03] LLK: I'm ok with it Z

[12:05] brandon he|him: peace y'all i have a hard stop and have to hop off this call. i'll check the notes and recording when it's posted.. 'preciate y'all

[12:07] LLK: Can we bookmark a brainstorm forum session about the word professionalize?

[12:08] Hakanto: yeah that's a good suggestion

[12:08] rich jensen: got a contract back from domino records today.. they want to know how we are handling publishing

[12:08] LLK: Because we're stuck with the outside forces of language being oppressive here and that's a long debate

[12:08] Nick Meyne: I'm sure we can find the right word or phrase later.
[12:08] sunita (she/her): heard @rich
[12:08] LLK: I mean, I have words in french for this too and then we could discuss if english is even the best language after all ! And that could be long.
[12:09] melissa: +1 rich
[12:09] melissa: i think the word we are looking for is 'proficient'
[12:10] Z: Forest for the trees, y'all.
[12:10] melissa: +1 z
[12:10] Z: I second Sue's comment.
[12:11] Z: We can't get caught in process so much that the function gets lost here. Really don't have a lot of time.
[12:12] sunita (she/her): +1 z
[12:15] melissa: + 1
[12:17] Nick Meyne: "Democratize the cooperative" might be regarded as a means of "Increasing member engagement in cooperative work"?
[12:17] rich jensen: +1 Nick
[12:18] sue: improve user experience
[12:18] Murray: I have to go but I've appreciated listening and taking part. I'll try and check in on any agreements later
[12:20] Nick Meyne: +1 hip hop
[12:22] melissa: +1 nick
[12:22] sue: lets vote
[12:22] rich jensen: +1 melissa.. we have three left
[12:23] melissa: "improve user experience" falls under professionalise the platform
[12:23] sue: we have made great progress!
[12:25] Nick Meyne: +1 sue
[12:28] LLK: "Facilitate volunteer cooperation"
[12:33] Nick Meyne: +1 sunita
[12:33] sue: +1 sunita
[12:33] sue: trust the process and move forward
[12:35] sunita (she/her): my other suggestion with thinking about KR's is categorizing what's a q1 necessity vs an important long term consideration, so we know the difference but know how to prioritize in terms of immediate action
[12:37] sue: Jarred has a spreadsheet where we can. add the metrics in the right section. lets. use thatt
[12:39] rich jensen: 2 and 4 seem like they could swallow each other.. regardless this is a really good list
[12:39] sue: Thank you everyone!
[12:40] Peter Klingelhofer he|him: Thanks everyone!
[12:40] melissa: thanks all
[12:40] Michael Munton: Thanks, everyone!
[12:41] Nick Meyne: Nice to meet you Michael M!
[12:42] Nick Meyne: Bye now! GTG
[12:42] Hakanto: Ciao nick!
[12:46] rich jensen: their terms and conditions
[12:47] rich jensen: music story service was good
[12:56] rich jensen: publishing is not an independent subset
[12:57] melissa: i'm going to include a glossary and music industry overview in my report
[13:11] rich jensen: still heer
[13:13] rich jensen: 'compliance'
[13:14] rich jensen: i'll drop my OKRs in the thread.
[13:20] rich jensen: Our analysis is 200K is good for the year.
[13:31] Jarred: My exact motivation
[13:33] Peter Klingelhofer he|him: Thanks all and great to meet you Jarred!
[13:33] Peter Klingelhofer he|him: Of course! :)