

Memo.

To: Jim, Sharon, Skip & Joe

Fr: Jack

Date: 2-17-16

Re: OICA - Website & Other.

These thoughts in re your recent email exchanges.

Pointem.

Let's focus on it for the foreseeable future and defer consideration of a one-off substitute. It was selected with forethought in recognition of its cost and certain unwieldy features. More later.

DATA BASES.

Keep them simple, expand as needed. Two would seem desirable: Association (business), Cemetery (burials). The Assoc base would be for membership data, mailings, dues, fees, email, phone and related non-public, quasi-confidential management data. Also, vendors, suppliers, funeral directors, etc. The Cemetery DB is linked inextricably to the cemetery layout and lot (burial-right) sales. The basics involve Section, Row, Plot Nr. & lot Nrs. Jim, I would forego addition of levels as a subset of lots for these reasons. First, the vast majority of existing lots will never be concerned with the distinction. Secondly, we have sold comparatively few combination ~~vault~~ vault-urn and multiple-urn lots. And, third, we need to restudy our current burial-right configurations & pricing. They are

increasingly out of step with family sizes, burial preferences and balanced pricing. More in later conversations.

WEB SITE:

Good work, fine start & promising prospects. These thoughts and suggestions:

Would like the following categories covered and referenced on a banner at the opening of the site.

- Location & Directions.

Schematic map, Street (GPS) address. Summary driving instructions.

- About Us.

Basic information re Town and Community, Cemetery background

- Management.

Organizational details. Officers & Trustees, Bylaws
Rules (At least the major categories) & most critical & common on
Burial Care Trust.

- Cemetery Map and Burial Data

Instructions on how to navigate & use.

- News and Notices.

Periodic postings, explanations (particularly of
significant changes in dues, decorations, monuments
successors, etc. etc.)

- Memories and Memorabilia.

Interesting & historic writings, poems, articles, documents
photos

- Contact Us

Other contacts for membership, burial, vendor & related
inquiries. Names, email, phone, mailing →

and Association mailing and email address.

• Links.

Tott, MCA, Library, HTTS, HHTLT

Find-A-Grave, US GenWeb Archives, etc.

News LETTER.

Jim. It was well done and interesting but I question relevance & would like to talk to you ~~pp~~ by phone with further thoughts.

OICA 1838@gmail.com.

I registered this address a couple of years ago. How shall we use it?

MEMBERS ONLY.

I view the site as one primarily for use by the general public - which, of course, includes our members. But we need to communicate with members.

trustees & officers on issues & in data transmittal that should not be published or available to the public-at-large. Is there ~~any~~ any way we can do so short of sending individual emails or letters?

OTHER.

The following items are now complete and will be available for ~~available~~ discussion and further action, as indicated or warranted:

Bylaws, Rules & Regs, Minutes of Aug 30, 2015
Annual Meeting, Perpetual Trust Agmt, Corporate
Resolutions, Org Chart, Membership and related forms.
Letter to Members (Summarizing annual meeting).
Copy of thank you ltr ~~sent~~ sent to Barbara Holman.

Best,

Jack

Call me at any time during the day at 850.941.0555
or email sylcone@gmail.com.