

Memo.

To: Jim, Sharon, Skip & Jes

Fr: Jack

Date: 2-17-16

Re: OICA - Web Site & Other.

These thoughts in re your recent email exchanges.

Pontem.

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 Ass'n 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 those reasons. First, the vast majority of existing lots will never be concerned with the distinction. Secondly, we have sold comparatively few combination ~~realt~~ 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 & Direction.

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 Reputal 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.

Substantive & historic writings, poems, articles, documents photos

- Contact Us

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

and Association mailing and email address.

• Links.

TOT, MCA, Library, HHS, HHLT
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 ~~per~~ 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 & 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 ~~approval~~ discernment and further action, as indicated
or unwarranted?

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 sylkore@gmail.com.