FRONTEERS

ALV 2025

...

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Program

1. Opening
2. Approval of the agenda
3. Retrospective on 2025
4. Annual accounts 2024
   - Findings of the audit committee
   - Approval of the annual accounts
5. Appointment of a new audit committee
6. Finances 2025 (preliminary)
7. Budget 2026

7. Filling board positions
8. Any other things / open discussion

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Recap of what we've done this year

- 6 meetups organised throughout the year - unfortunately 2 cancelled
- 5 newsletters sent
- Social get-together (Zomerborrel) on august 8
- 1 successful workshop on accessibility by Jules Ernst at Stichting Accessibility
- Fronteers Dark Mode event in Dordrecht on october 3

"[We hebben] het als ontzettend leuk event ervaren, we hopen op meer.
Om heel eerlijk te zijn stonden we op het punt om onze lidmaatschappen
op te zeggen omdat er niet heel veel meer gebeurde. Dus we hopen dat
dit verder wordt voortgezet / uitgebouwd."

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Marketing and communications

- Sent out **5 newsletters** this year -> with an average of 59,28% **open rate.** Audience of 540 subscribers

- Posting updates on LinkedIn, Mastodon, Bluesky

    - Mastodon 261 followers

    - Bluesky 371 followers

    - Linkedin 922 followers (+122 this year)

- On Slack we have 1635 members (+102 this year)

- Occasionally, we send emails via meetup.

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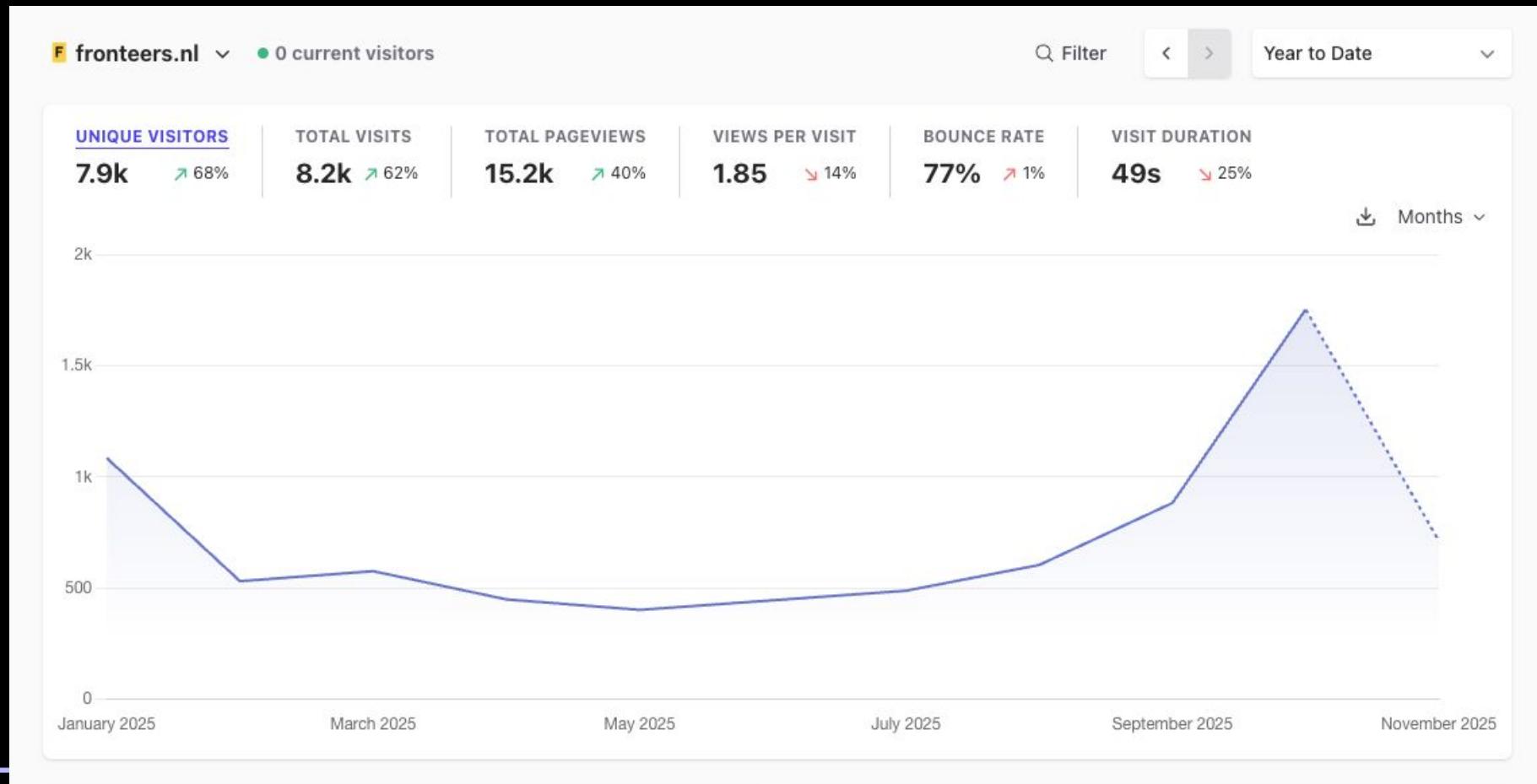
Challenges for 2026

- We find it hard to reach our members. 47% rarely opens our e-mails, according to mailchimp. This number might not be trustworthy.
- Changes in the volunteer team
- Delegating and sharing info to the volunteer team
- Marketing what we do and our events
- Updating the website; realising something is newsworthy and posting it straight away
- Do we need so many committees?

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# Website statistics

Website plans
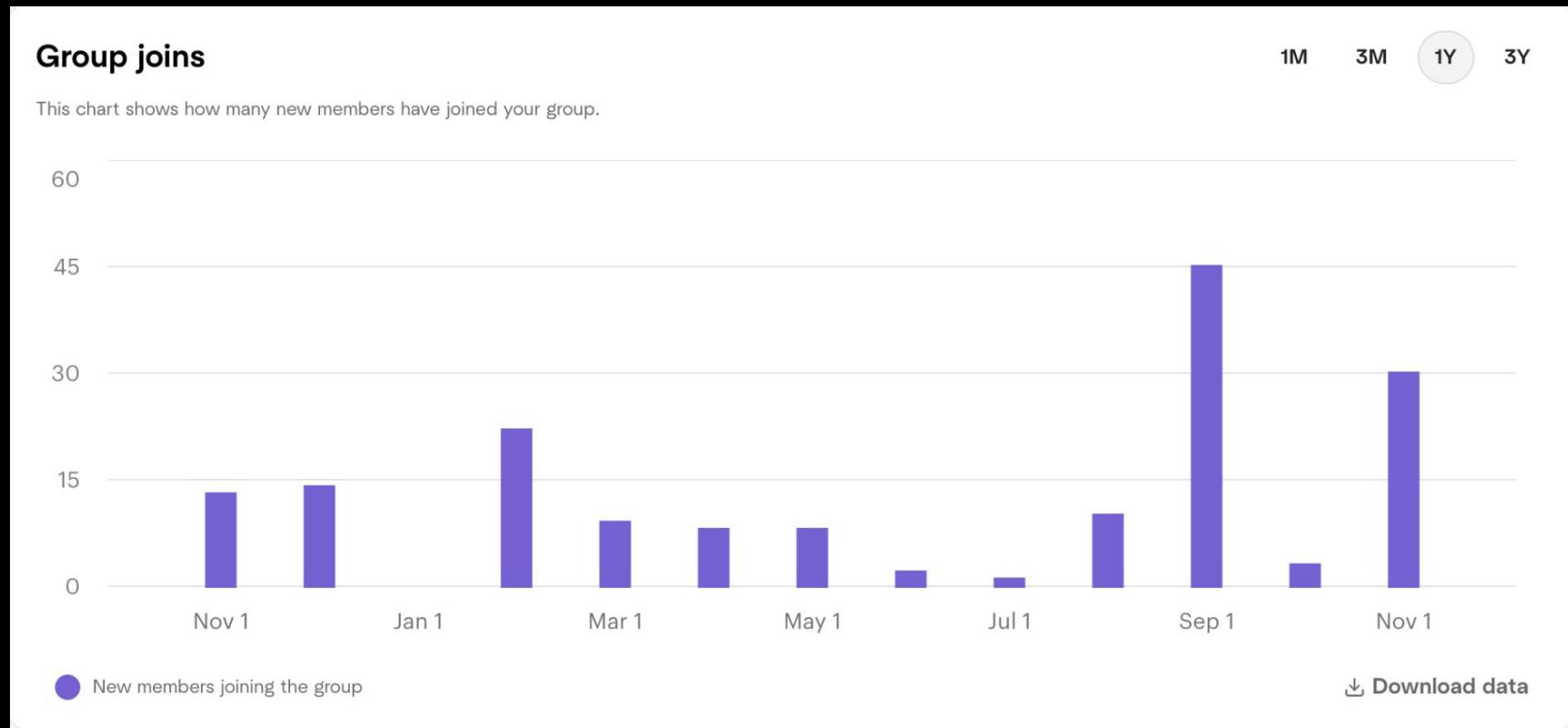
Goals for 2026: the marketing committee wants to become more visible on multiple fronts

- Frequently posting new content on the website throughout the year.

- Starting a new section featuring interviews with developers (applications are welcome!).

- Maintaining a content calendar (this is also definitely a community effort!) with special dates, conferences, meetups, etc. This will be made easier by our plans to schedule things ahead more
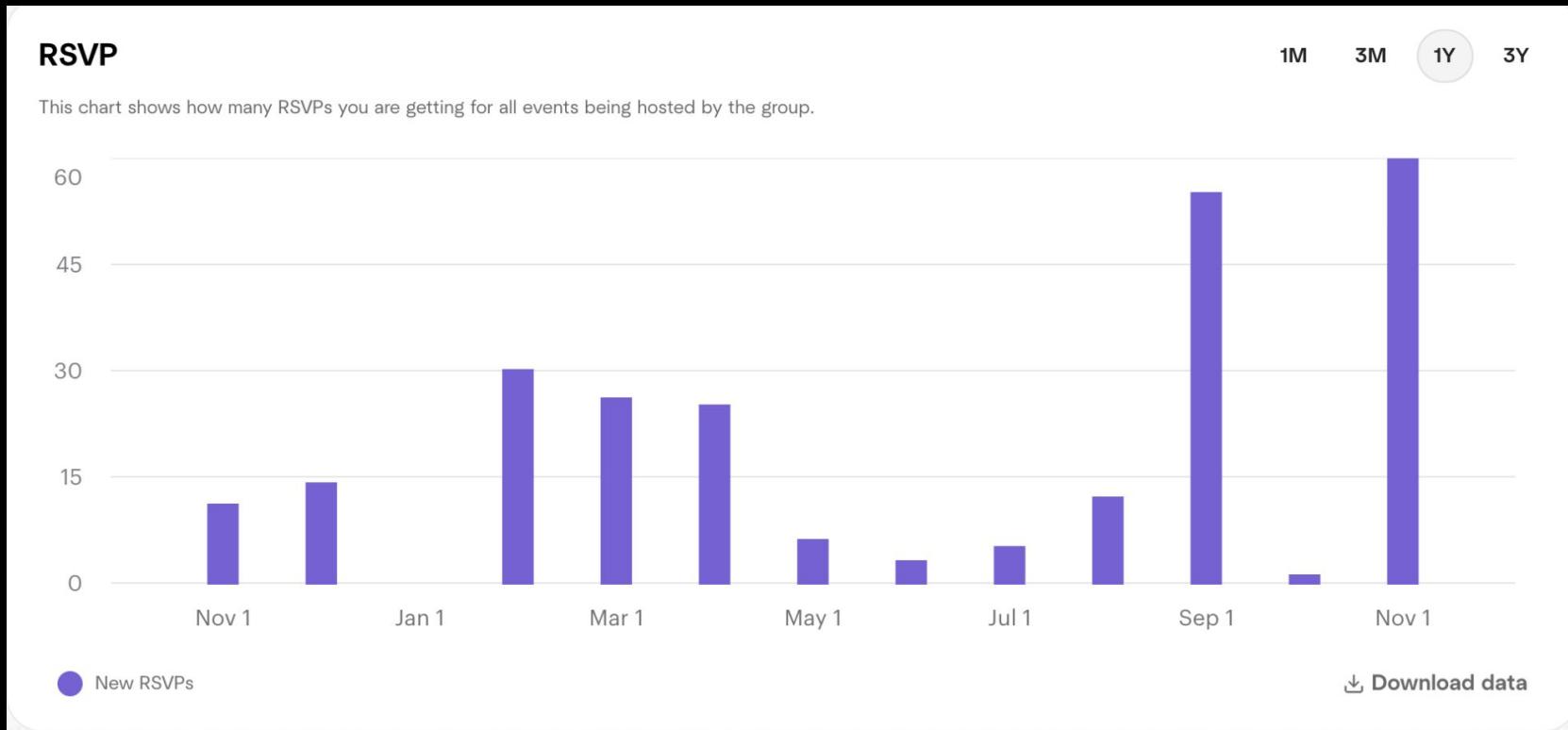
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Activities Committee

Group joins

1M   3M   1Y   3Y

This chart shows how many new members have joined your group.

New members joining the group

Download data

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Activities Committee

Activities Committee

Total and active members

This chart shows how many total members you have in your group, vs how many active members you have in your group.

We are unable to show data between Nov 1, 2019 and Sep 9, 2021, and Jan 19, 2024 and Aug 20, 2024, due to loss of data.

⬤ Total members   ⬤ Active members ⓘ   ⬇ **Download data**
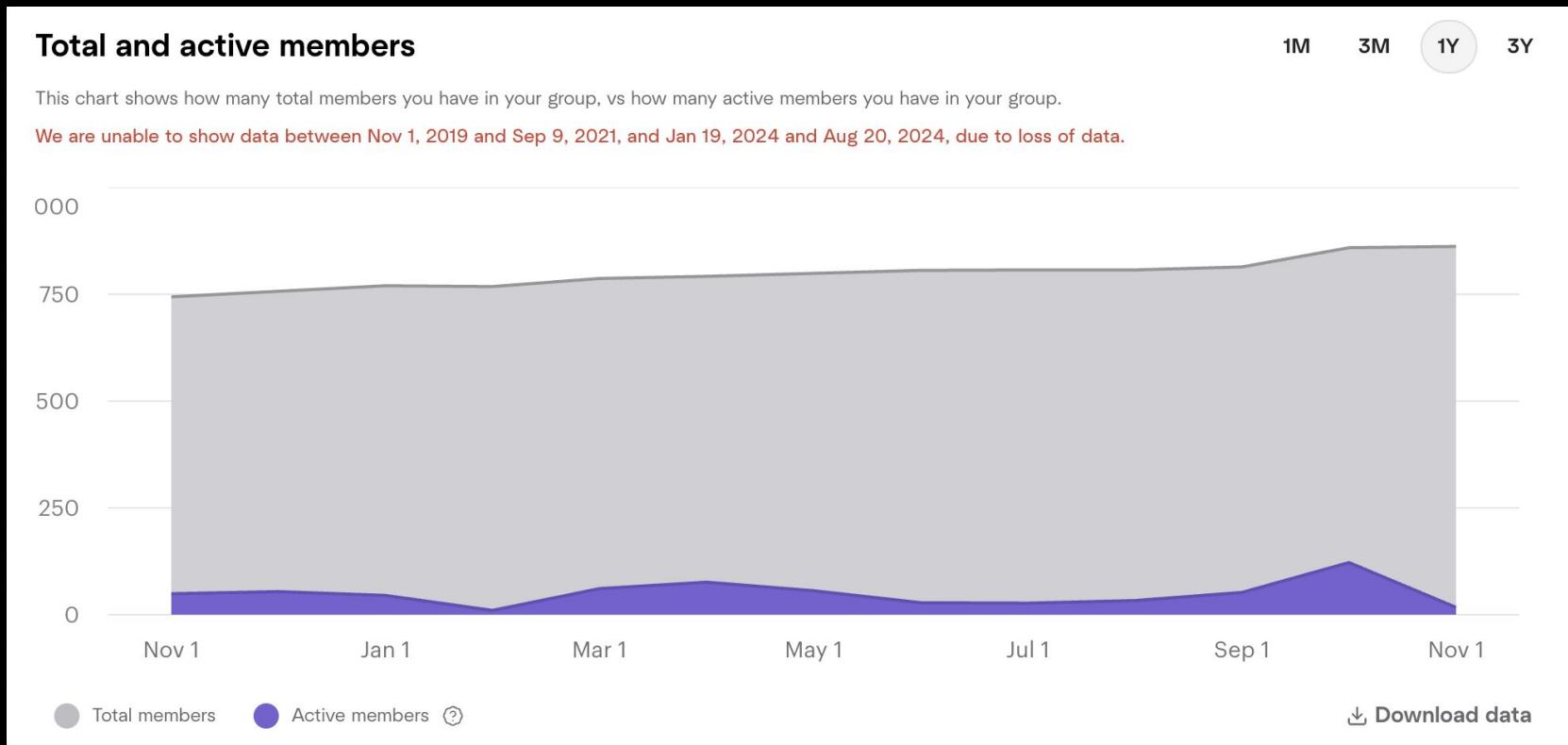
Activities Committee

A slight evolution in the solution we came up with last
year

We have 2 groups to split the work

- Organisations / people willing to host a Fronteers meetup.
  They get an invitation to a private slack channel where
  coordination happens.

- A group of volunteers and members who are willing to
  represent Fronteers and give the introduction on the day of
  the meetup. -> We need moar! moaRRR!

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Belgium Committee

Committee currently has no more active members: Ibe and Thomas both became absent, Claudia had a parent who passed away and took personal time.

The goal for 2025 was to expand the team and have more frequency between meetups

Unfortunately, this has failed due unforeseen circumstances. Several callouts have been posted on social media, meetup and last year also during the meetups. But no new volunteers have stepped forward.

Workshops

- In 2024 our payed workshops failed miserably

- The only workshop that worked was a TypeScript workshop that was online and free

- During the last ALV, as well as via Slack, folks suggested the following adjustments would help:

  - Our announcements somehow didn't reach people

  - Since the pandemic people are more reluctant to leaving their house

  - People would prefer remote workshops for different reasons

  - Announce meetups a lot earlier as 4-6 weeks are often not enough to get approvement in companies

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Workshops

For 2025 we sat down once more with Peter Kassenaar and designed a workshop around those ideas:

Peter Kassenaar
JavaScript tips & tricks

Online halve dag workshop
Vrijdag 12 sep. 2025, 13 tot 17 uur

- 3 months runway

- half a day

- online

- in Dutch

- about JavaScript

- 99 EUR / 69 EUR

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Workshops

We advertised it on the Website, Slack, eight times on Bluesky, Mastodon, and LinkedIn each, on meetup.com and in our July nieuwsbrief.

Workshops

Unfortunately the Javascript tips & tricks online workshop didn't draw enough sign-ups (just one by Anneke on the very first day) and we had to cancel it.

After the workshop was cancelled, in the week that the workshop took place, we got messages from multiple people that said they had wanted to sign up.

Workshops

Jules Ernst offered to run a workshop on accessibility, as he already had plenty of interested folks at hand that were pushing him.

Jules Ernst
Introductie onderzoek doen digitale toegankelijkheid

Workshop
Vrijdag 29 aug. 2025, 10 tot 17 uur

- 2 months runway
- full day
- on site in Utrecht
- in Dutch
- about accessibility
- 300 EUR / 180 EUR

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Workshops

Thanks to Jules' attendees and Jewwy's connections at Stichting Accessibility we were able to set up a very successful workshop in Utrecht with 13 attendees and made 800 EUR plus 👏🏻

Conference

We still have ~ 140 members that pay their membership dues year by year by hand. But why? What did they expect to get back from Fronteers?

Apparently it's not workshops.

We suspected people were waiting for a new attempt at a conference.

But running a big conference was still out of question.

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Conference

So we formed the idea to do a very small conference and to make that not public, but invite based, just for our members.

We picked the afternoon of Friday **October 3rd** as date. Suited for everyone.

We were aiming for a **half-day** conference for around **100 people**.

We first thought about giving member free entry, but that would have increase no-shows.

So we settled on **49 EUR**, which we would return in food and drink vouchers.

We dedicated it a **budget of 10K from our funds** to pay for a location, as well as to cover speaker travel + accommodation + speaking fee.
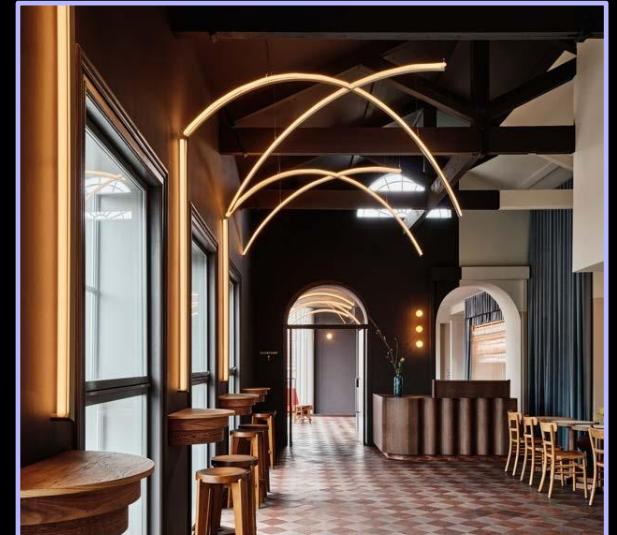
"Dark Mode" was born 🌓

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Conference

We went on a lookout for possible locations, that would fit 100 people and exhibited a certain "vibe". We found two:

- **Koninklijke IGC** in Amsterdam (bottom left)

- **Cinema & Stadsbrasserie de Witt** in Dordrecht

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Conference

The price difference between the two was staggering

- Koninklijke IGC in Amsterdam offered us their place for **4.561 EUR**

- Cinema & Stadsbrasserie de Witt in Dordrecht made us an offer for **719 EUR**

So we chose the De Witt.

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Conference

We discussed an invited a diverse set of five speakers and an MC.

We set up Tito's new event platform iO aka "Invite Only"

And sent out invitations to **137 members** end of July and mentioned the conference in our members nieuwsbrief.

We set a deadline for August 21st.

We sent out a reminder August 19th.

Conference

On August 21st the amount of registrations was…

18

Our whole plan went up in flames 🔥

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Conference

Panic! We discussed cancelling the event. Paul Campbell from Tito convinced us to pull through.

So we switched it to being a public conference and set up a website for it and advertised it social media.

We set the ticket price for public visitors to **99 EUR.**

We told our speakers and all but one promised to pull through as well ❤️

Friday night. Frontend. Fronteers Dark Mode!

Join us on Friday, October 3rd, 2025, at Cinema De Witt in Dordrecht for an intimate evening of frontend talks and community vibes – from 4PM to after midnight.

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Conference

We ended up being 55 people, including the team, speakers and two kids.

We switched to Cinema de Witt's zaal for 60 people.

And we had a fantastic evening with **great talks** and **fantastic food and drinks** 😍🙏✨

Just very sad that we were so few 😢

Findings of the audit committee

- Audit committee 2024: Edwin Martin, Arjan Eising en Sander Vink

  - The quality of the administration, including the level of detail in the specifications, is satisfactory.

  - A review was conducted on a dozen payments to verify whether the corresponding invoices were present. No inaccuracies were found in this review.

  - Based on these findings, the cash committee advises the General Members' Meeting to grant the association's board discharge.

  - Advise to the board to change the SBI-code in the Chamber of Commerce registration for Fronteers from 6201 to 94120.

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Appointment of a new audit committee

- Are there any volunteers for the 2025 audit committee?

  - Arjan Eising

  - Michael Hastrich

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Plans

- 6x meetups

- 6x socials

- 6x online lunch events

- Return of the book club

- Dark Mode: the sequel

- 2 workshops by Jules

- Improved event calendar on the website

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Dark Mode

- Dark Mode: the sequel! We will repeat the location, speaker hotel, time of year and general concept. But this time we will start promoting it earlier (starting today! - ticket shop will open soon)

- If ticket sales in the first few months look good, we can in march decide to announce Dark Mode 3 in the early months of 2027

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Proposals

- Experiment with "Ask the expert" sessions - open calls with experts on a certain subject to answer specific questions.

  Topics could be for example:

  - accessibility
  - web performance
  - team leadership
  - design systems
  - iso certification for small web businesses

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Filling board positions

Any candidates who wish to apply for a general board position?

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Open floor for questions

- Questions?

- Comments?

- Ideas?

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Thank you for joining!

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