

PROPOSAL NAME

Dissolve The Marketing & Communications Working Group

TEAM DESCRIPTION

[@SmartAPE](#) | DAO member [Trust Level 3] | writer-of-many-words

I am an indie software developer who has been in the games industry as a gamer and game dev for over 40 years. I have designed, developed, and published over a dozen games during my career.

My first game, Battlecruiser 3000AD (aka BC3K), was a ground-breaking game that was ahead of its time. Published by Take Two interactive in 1996, it was one of their portfolio titles when [they went public](#) in 1997. So, you could say that I helped the company succeed to where it is today.

Over the decades, I have worked with some of the best software developers and publishers around the world, and my works have been featured in various online and print magazines around the world.

I am also a lifetime member of the [International Game Developers Association](#), and was Florida chapter board member for several years.

You can learn more about me on my professional [LinkedIn page](#).

PROPOSAL DESCRIPTION

This proposal was split from the original [AIP-466: Proposal To Close Non-Essential Working Groups](#) which was tagged "Returned for Reconstruction":

This AIP Idea was tagged as "Needs Administrative Review" and sent to the Special Council. Upon careful review, the proposal has been deemed "Return for Reconstruction". In doing so, the Special Council cited:

- Could you please resubmit this proposal as individual proposals for each specific Working Group, referencing the charter for each one?
- Please remove any references to clawbacks from the resubmissions.

This proposal suggests the following:

1. Close the Marketing & Communications Working Group [AIP-246: Working Group Charter - Marketing & Communications](#)
2. Terminate the contracts of all stewards in the aforementioned working groups
3. Perform an orderly wind down of any/all ops related to the aforementioned working groups

To date, and with the exception of the newly created [AIP-376: Working Group Charter - Web3 Development](#), these Working Groups have been largely ineffective in their mandate.

Further, as per the Q1/24 financial reports which we all knew would be bad (and we have yet to see Q2 & Q3), it's clear that the treasury has run out of disposal

funds. [Ape Foundation Transparency Report - 2024 - Q1](#)

The current yearly budgets based on an approved 6-month budget for the MarComms WG is \$987K per year [AIP-403: ApeCoin DAO Marketing & Communications \(MarComms\) Working Group Budget](#)

Collectively, all three working groups are costing or will cost the DAO almost \$3M per year

The DAO created these working groups. And the DAO is well within its actions, activities, and purview to close them as per [AIP-239: Working Group Guidelines & The Governance Working Group Charter](#)

[

wg_dissolution

702×195 36.1 KB

](https://global.discourse-cdn.com/apecoin/original/2X/5/5ab53d6a5c93515590ef8fe01e1ff09e02607cad.jpeg)

BENEFIT TO APECOIN ECOSYSTEM

Closing the working group has the following benefits:

1. The DAO immediately saves money
2. The DAO can re-purpose LESS funds to hire/contract experienced third-parties who have a lot more experience in the specific areas previously outlined in this WG charter.
3. The DAO no longer has to deal with the distractions, funding, and down time associated with elections as well as the budget proposals and voting for these working groups.
4. The GwG and the SC advisors can focus on specific mandates which are beneficial to the smooth operation of the DAO.
5. The GwG and the SC advisors can hire and contract third-party teams and corps on an as-needed basis. This also provides the flexibility of being able to switch teams if they fail to perform as expected.

STEPS TO IMPLEMENT

Upon passing of this proposal, the following are to take immediate effect, and the Ape Foundation is directed to take the following actions:

1. To TERMINATE

the contracts of all the stewards in the working group, and with a minimum of 30-days notice given to the affected stewards.

1. To pay in full, to affected stewards, any/all amounts that are in arrears. With the exception of payments due with the aforementioned 30-day period, these payments are for that which are in arrears only, and not a contract "buy out" of future payments.
2. To put into effect an orderly wind-down of the operations of any/all activities and entities (e.g. sub-DAOs) associated with the affected working groups as per [AIP-239: Working Group Guidelines & The Governance Working Group Charter](#)

Going forward, and on an as-needed

basis, this proposal grants the following to the Ape Foundation:

1. Put up RFPs for activities and work which were previously required to be performed by the aforementioned working group. Such RFPs would be based on RFP revisions approved in [AIP-401](#).
2. As per the RFP, hire third-party teams which would be directed to handle all activities previously performed by this WG, and in much the same manner that it hires and contracts attorneys, accountants and other third-party teams and entities needed for its day to day business activities.
3. As per the RFP, without the need or requirement for any additional stewards, the Ape Foundation manage and co-ordinate the consulting and hiring of any third-parties selected by the RFP to perform the required roles with specific KPIs and OKRs which are to be shared with the DAO community.
4. As per above, a new Discourse category called "Job Description" related to either a work for hire request or an RFP so that the DAO community can have the opportunity to participate in such hiring opportunities.

REPORTING EXPECTATIONS

The expectation is that this proposal would be implemented by the DAO's administrative team. The community should regularly review the impact of this proposal. If accepted, the administration and the community should review the impact of the updates after the 3-month period for conflict ends.

OVERALL COST

Total amount requested from the ApeCoin Ecosystem Fund = A maximum of 200,000 \$APE per year would be allocated as the total budget for the activities previously associated with this working group. This budget can only be revised via a proposal by either the GwG stewards or the Special Council.