ReciPower Minutes

June 17, 2013

1. Level of Commitment
   1. Christine has asked that each of us respond to her this week with the following information
      1. Personal goals for the project
      2. Time commitment available
      3. Level of effort we each plan to put forth
      4. Outline the most logical contributions that you can make
   2. This will help Christine assess what her expectations can be of everyone going forward, and will also help with organizational matters
   3. Jim is primarily occupied with his own social application and will not be involved going forward to any significant degree. Jim may have some peripheral involvement periodically
   4. Daniel is also working on his own project, but the group would like to retain him in an advisory role. This is still to be determined how and what Daniel will contribute.
2. Legal Structure
   1. The group discussed the benefits of certain legal structures and the tax, shareholder, and management implications of each. Christine has been working with a financial advisor and will be seeking advice on the most favorable structure.
   2. Christine will be discussing each team members responses to items a. (i-iv) above and determining what each person’s equity stake will be going forward and how that will vest.
   3. Group expressed desire for transparency in the process so that each person felt rewarded for his/her commitments and efforts
3. Legal Matters
   1. Additional work is needed surrounding the copyrights of recipes. It will not be a good practice going forward to scrape sites or pull in data without explicit permission from the content owner. But, we do need a lot of recipes so that users find the site helpful.
4. Hostgator
   1. Group discussed HostGator for our services going forward to allow us to move to an independent administrator with more support than Daniel currently has time to provide.
   2. Christine to register with HostGator
   3. Sean is familiar with how to migrate html to hostgator once we have our LP’s finalized
   4. Anyone who does not already have a ReciPower email may have Christine set one up
5. Landing Page design review
   1. Luke provided a sample design and walked the group through his ideas for the initial page.
   2. Idea is similar to thebrendans.com
   3. Simple links at the top take the user to separate sections of the page
   4. Sean going to spend some time creating the landing page and will triangulate communication through Christine and Luke
   5. Copy worked out by Dana and Christine
   6. We are actively tweeting and facebooking, and Luke mentioned the benefits of Tumbler as a multidisciplinary voice, also instagram
6. Milestones and Deliverables Template
   1. Sean to send around milestones template so that we all have a tracking mechanism or way to stay accountable
   2. Other options for project tracking are being considered as well
7. Follow-ups
   1. Recipe format, what data points are needed when we get the recipes?
   2. Are the recipes all going to be manually input for now and how will that look?
   3. What additional information were we expecting to receive from Alfalfas’s
   4. What is a unified brand going to look like in the future across our site, our materials, and any presence we have on the internet?
   5. Photography: should we use private photos or should we purchase from stock photos (i.e. istockphoto)?