

Internet Society Switzerland Chapter (In Formation)

Second Transition Team Meeting, World Meteorological Organization
7 bis, Avenue de la Paix, Geneva, Switzerland
Friday 15 October 2010, 17:00 (+21 minute technical delay)

Present:

Marcel Schneider, chair
Théophile Burnet
Vincenzo Pallotta
Bernie Höneisen
Federico Galati, host
Brian Trammell, scribe

Participating via (marginal) telecon bridge:

Thomas Ruddy
Roque Gariano
Sabrina Wilmot, ISOC

Arriving late:

Werner Staub
Raphaël Dard

- 1) To begin the meeting, Marcel held a review of existing roles and action points within the transition team to ensure they are covered. First point is on coordination with old Geneva chapter members. Vincenzo indicates that a lack of contact or reply from them should be taken as a signal they are not interested.
- 2) On content and strategy, Marcel and Thomas indicate they can contribute. Brian will contact Sathya Rao, with whom he works in an unrelated project, to see if he is still interested in contributing.
 - ➔ Action point 1: Brian to contact Sathya.
- 3) There is no clear leader within the group as yet on legal issues. Bernie has some recent experience in this area, having recently established a company. Bernie indicates that for unregistered associations this is relatively easy in Switzerland.
- 4) Bernie presented the present draft of the chapter website at test.isoc.ch. Théo asked whether this domain formerly belonged to the Geneva chapter, Marcel indicated so. It, however, was no longer paid so it could be transferred to the new group. Bernie pointed out that we need a correct logo. Brian indicated that we shouldn't offer "membership" in a chapter in formation.
 - ➔ Action point 2: Remove or change membership application form on current provisional test.isoc.ch Website → Bernie to sort out with ISOC regarding membership form; objective is to be able to recruit new members from the Swiss region
- 5) Roque pointed out that we can direct people interested in membership to become global ISOC members. Sabrina suggested we should take a list of people who are interested in becoming charter members of the chapter. ISOC can help with logo creation, but this depends on the chapter knowing its scope.
 - ➔ Action points 3a and 3b: a) Swiss Chapter logo and b) list of Swiss members → Bernie to check with ISOC for correct logo, Sabrina to clarify how we can get the list of people who are interested in becoming Swiss charter members. Can ISOC supply to the TT members the list used for the survey?

- 6) Marcel then presented the alternatives for chapter organization as in the present revision of the transition plan (V4c), indicating that within the ISOC worldwide, there is a move away from the traditional board-and-general assembly structure and toward a more "collaborative body", with shorter terms to encourage wider participation and defend against burnout. This led to the collapse of the Geneva chapter. Open questions: would we require a general manager and/or a secretariat?
 - ➔ Action point 4: GM ➔ TT Content and Strategy team (Sathya, Thomas, Marcel) to find proposal for solution.
- 7) Vincenzo pointed out that Swiss law required certain roles be filled within the chapter, to which Marcel replied these were two different things: the organization of the chapter, and the organization of the association, which is only a legal home of the organization.
- 8) Vincenzo suggested that the participants in the association need not necessarily even have any power within the chapter organization; the problem with these issues is that accountability and liability rest with the legal org, so there must be some relationship or trust between the two sides.
- 9) Sabrina pointed out that ISOC is mainly concerned with smooth change in leadership: any structure should enable flexibility. ISOC wants fresh ideas. This is outlined to some extent in a document ISOC has created on how to, which Sabrina will forward. Sabrina also indicated that there may be changes coming in affiliation agreements with the chapters.
 - ➔ Action point 5: Sabrina to post document on chapter leadership structure.
- 10) Sabrina indicated that while ISOC does not require that a chapter has a legal entity, it does prefer to deal with a legal entity w/r/t issuing funds.
- 11) Vincenzo pointed out that ISOC requires 25 members to form a chapter. There is consensus that we will reach this number. Sabrina indicated that a chapter in formation will attract members, and that ISOC can send out an announcement to this effect.
 - ➔ Action point 6: Sabrina to send out an announcement that a Swiss chapter is in formation and those current and prospective members could indicate their interest to join. Date: After establishment of the formal Swiss association of the new Swiss Chapter (if needed).
- 12) Vincenzo proposed the following plan: first, set up the association, announce this to get members. Then set up the chapter with members of the transition team in leadership positions. Then the general assembly will choose the permanent leaders once the chapter is formed. Roque seconds this and asked for deadlines.

Werner and Raphaël arrived at this point.

- 13) After Raphaël introduced himself, the topic turned to the survey of potential membership. Théo pointed out good response to the survey and that all respondents were potential members. Thomas suggested they should get some communication from the transition team to keep them interested.
 - ➔ Action point 7: See para. 11.
- 14) Werner introduced himself as one of the dinosaurs from ISOC Geneva, and stated he'd like to take a more active role. Pointed out he could be useful in setting up the association bylaws, given experience in evolution of another association.

- ➔ Action point 8: Set up members to investigate in legal issues. Currently known members: Werner, Marcel.
- 15) Marcel asked Werner if he had a connection to old members, particularly Stefan Koch; Werner will set up a meeting with him.
- ➔ Action Point 9: Werner to contact Stéphane. Point him to the chapter on history about the Geneva chapter on the Website (under heading Swiss Chapter). The intention is to capture and preserve the achievements made by the Geneva chapter. Ask Stéphane in particular about
- Date of foundation
 - Founding members
 - Involvement of ITU
 - Major achievements
- Ask also for corrections and additions in general.
- 16) Sabrina said ISOC maintains a list of Geneva chapter members who were in the ISOC system; Werner said the human network is still intact, and some of them would participate.
- 17) Marcel returned the topic to the org chart. Alternative 3 features a secretariat, which can be useful in keeping load off the coordinators. Secretariat could be shared with a similar organization (e.g., SwissMedia, which has proposed as such). Marcel asked if anyone knew Mr. Grunder, who made the proposal. Nobody did.
- 18) Marcel indicated that a secretariat is nice to have but maybe not necessary directly in the beginning. Werner agreed, pointing out that lack of a secretariat was a factor in the burnout of the old chapter.
- 19) Vincenzo suggested that SwissMedia be approached to "bootstrap" the secretariat through sponsorship. Werner indicated this could work, since there's not much work for the first few months. In general, there is consensus that a sponsored secretariat is not a long-term solution (???).
- 20) Roque suggests moving ahead with organization option 3, but not to implement anything until an initial general assembly meeting. Consensus assents to this suggestion.
- 21) Marcel asked whether we wanted to focus on technical issues, or be more open. The desire is there to be more open, especially on e.g. public policy issues, but the way to do that is unclear, especially at European and international levels. Marcel gave an example: he was approached by OFCOM, and was trying to determine what role OFCOM people could have in the ISOC chapter. They're politicians. Their most basic potential benefit is from technical knowledge. But how do they participate? And how do we influence political issues?
- 22) Vincenzo indicated that the chapter should have a clear local focus; there was general agreement on this point. Vincenzo also suggested a project focus, to which Sabrina said many chapters are exclusively project focused, while others have more focus on interest areas.
- 23) Raphaël pointed out we don't have to decide those things from the beginning. Struggle now get things started. We need a certain periodicity. More people hear about the chapter. More ideas flow. Quick wins, very low level, we're going to learn, we're going to set new targets.
- 24) Vincenzo suggested combining "keep it simple" and "keep it local": we could in a mission statement define our roles, to be a bridge between individuals and institutions. One example: IP security IP identity for illegal downloads, government

says IP is private. Opposite to the policy in France. The EC debates about this. What we do: Bring dialog between citizens and institutions – easy to state.

- 25) Sabrina stated (after we finally got the bridge working) we should keep things open: work to include both technical and nontechnical people. Work to give each group a reason to join. Sabrina indicated the ISOC had general materials on these points.
- 26) Bernie raised the point of IETF cooperation. Marcel pointed out that this wasn't necessarily a chapter thing, while Vincenzo suggested such be in the scope of a particular project proposed (at a later time by the GA). Brian suggested the connection between the chapter and a global, technical organization like the IETF be that the chapter provide the Swiss perspective to the organization and localize the outputs of that organization to Switzerland.
- 27) Sabrina detailed the support the ISOC gives to chapters, financial and otherwise: funding for events for members or new members, community grants, funding for ISOC members for community projects (twice a year), development of new programs, documents on finding volunteers, training, fellowships for a specific event, workshops for chapters.
- 28) Marcel, discussing funding, stated that sponsorship was an important question. Proposed budget is largely dependent on sponsorship, and sponsorship opportunities are largely visibility-oriented. Marcel will also look into money from the CH Internet Fund.

➔ Action point 10: Marcel to investigate on CH Internet fund.
- 29) Werner and Bernie, discussing membership fees, clarified Swiss law on the point. If an association has no fee, and no explicit statement that membership is fee-free, then there is no limitation on the liability of volunteers. Correction by Bernie, Sunday 31.10.2010 20:23: "Werner and Bernie, discussing membership fees, clarified Swiss law on the point. If an association has no fee, and no explicit statement that membership is fee-free, then there used to be no limitation on the liability of volunteers. However, the legislation was changed some years ago, so that this is no longer an issue. (Members of an association are no longer liable for the association's debts, unless the statutes state it differently.)" → Reference: <http://www.admin.ch/ch/d/sr/210/a75a.html>
- 30) In discussing reasons an organization would sponsor the chapter, Vincenzo suggested we sell the visibility benefit of sponsorship to smaller organizations explicitly in terms of PageRank (see Wiki and Vincenzos explanation at the end of these minutes). Federico suggested organizational personality played a role.
- 31) Werner mentioned a need to avoid a VAT trap; that sponsorship with VAT included may be preferable for the sponsor given this.
- 32) Sabrina indicated the name of the chapter is presently Internet Society Switzerland Chapter (In Formation); there is no possibility to use the adjectival form (Swiss Chapter) in accordance with ISOC rules. Brian and Marcel discussed the grammatical and stylistic connotations of this. The name was accepted in the end.
- 33) Sabrina indicated that supporters must be named in a chapter application. This need not be an exhaustive list, and final support need not be contractually confirmed at application time.
- 34) Vincenzo and Sabrina confirmed that ISOC Geneva can host the next TT meeting outside working hours.
- 35) Théo raised the question of what type of sponsor we don't want to have (so he can start approaching appropriate sponsors). The discussion settled on "anyone with a

legitimate reason to be interested in ISOC activities in Switzerland, with some presence in Switzerland, where Switzerland is broadly defined, may be a sponsor." Bernie indicated that in any case, the board decides on the sponsors. The foundation of the association is the wrong place to do this.

→ Action point 11: The Media and Public Relations (outreach) team (Théophile, Federico and Martin) to investigate on prospective sponsors. Please also refer to paras. 36 and 37.

36) Vincenzo suggested that a good mission statement is enough to initially approach sponsors with. The tangible benefit is visibility. So we should say who we plan to reach: laypeople, experts, educational and government institutions.

37) Raphaël and Théo indicated it might be a good idea to go to potential sponsors with a concrete plan for an event or project, an initial bootstrap "thing" that we can point to as an example of what an ISOC chapter does. Vincenzo suggested something centered on IP address privacy (w/r/t music industry recon and lawsuit against file sharing); Werner something around the unique mobile networking market in Switzerland.

38) It was finally decided that Raphaël and Théo would look into the first stages of such an event, topic TBD. Marcel indicated that we have a bit of a time problem (we don't know when the establishment will occur, and we don't know when we will have the 25 members we need), but that we can do initial work anyway.

39) With respect to the bylaws, Marcel pointed out we needed to get the association founded. We have good language to start with. The suggestion is to apply in Bern, with bylaws written in English given the probably international, multilingual constituency of the chapter (Werner indicated this was legal in Switzerland). The suggestion is also to see if SWITCH could be an organizational host for this association (i.e., with respect to a postal box); Marcel will look into this. Werner pointed out this would be a form of sponsorship on SWITCH's part.

→ Action point 12: As para. 14.

40) Marcel holds the pen on the bylaws; he will coordinate with Werner, with a deadline at the end of November. Marcel pointed out the meeting to establish need not be all TT members, only signers, and that event planning is local to Geneva and meetings can proceed in parallel.

Action point 13: As para. 14.

41) The series of events from here will be: 1) association establishment, 2) ISOC application, 3) first general meeting. The third will surely happen in 2011. The second requires 25 ISOC-registered members to join the chapter. There is a general agreement for five meetings a year, but the next is not yet scheduled.

42) Vincenzo will send another invitation to the Swiss ISOC list to join the transition team list.

→ Action point 14: Vincenzo to send invitation to join the transition team list to Swiss ISOC list.

The meeting adjourned shortly after 20:30.

Appendix:

Vincenzo's explanation to the term PageRank:

If isoc.ch is linked by isoc.org, then any websites linked by isoc.ch will get a share of isoc.org web reputation in Google search engine (the PageRank). Isoc.org's PageRank is 8/10 which means "a lot"!

This would represent an incentive for sponsors which might improve their Search Engine Optimization.

By the way, you can see now what benefits one could have in using a website linked by isoc.org commercially... besides, outlinks can be invisible on the web page but still regarded by the search engine.

E.g. <a href="<http://www.linkedsite.com>">