

This information is on the website to inform those that are confused about the ownership of the website and newsletters. Hopefully, this explanation will clarify these issues and put the subject to rest.

Many of you remember the days when flyers were hand distributed by Block Captains. In the year 2000, President Vic Krygowski asked me, Jim Portale, if I would help in the creation of flyers for the SCBC.

That is how it all started. From there, Michele and I created the first SCBC newsletter known as the 'Cove Chronical'. In the years that followed, I created and distributed tens of thousands of flyers, in color, at no cost to the SCBC. Each and every color flyer came at a cost of about 15 cents. You can do the math.

But things had to change for several reasons. The hand delivered flyers were being blown all over the Cove. Many complaints came in especially from those who didn't live here full time. Mailing them was cost prohibitive. Therefore, the information was either not delivered in a timely manner or not delivered at all depending on the block captain's availability.

The system was broken and needed to be fixed. Technology was expanding in those years and I was on the leading edge of the hardware end as the owner/operator of a computer retail store (22 years – sold in 2010). I saw what needed to be done and evaluated several products including Microsoft Front Page.

Front Page was a website creation tool which I experimented with for a couple of years. I built and hosted a website on 'Host Save' that I planned to use to solve my information distribution problem.

But it failed. FrontPage became obsolete and no longer provided the service I needed. Host Save went out of business (as did Front Page) and I had to switch to Melbourne to host the site which was quickly fading away due to newer and far better technologies emerging.

To switch to the new technology was expensive and time consuming. And I wasn't even sure it would work. So I had a decision to make. I decided to bear the brunt of the conversion and not ask the membership to pay for something that 1) was expensive and 2) wasn't guaranteed to work as we needed it to work. So, I switched to what is now known as Godaddy for the website and Icontact for the Newsletter. It was a massive undertaking and it wasn't fair to ask the membership to pay the bill. My labor was free but I estimate it took over 500 hours.

I spent a full year transiting the website to Godaddy and I started from scratch with Icontact. I did a total of five mailings at my expense asking the membership to sign up for the newsletters. These mailing asked you to sign the authorization block giving me permission to use your data.

Each time a mailing was returned I transferred the contact information into Icontact. I was successful in obtaining 215 out of the 240 homes in the SCBC, Inc initially. I now have 225 members signed up.

On Jan 12, 2009 I was anxious to go live so I made a presentation to the Board of Directors and was careful not to try to commit the Board to any expenses. It was only a concept at that time. I felt strongly that this would be a good thing for the membership and I was willing to go live at my expense. The SCBC budgets are fine-tuned and the membership would have questioned the need for electronic dissemination when they never had it before. It was the old “What’s wrong with using Block Captains?” concept. If they only knew the cost they never would have asked.

Both Godaddy and Icontact require someone, or some business, with credit. The SCBC, Inc had no credit history and we were denied a credit card. We still, to this day, have no credit history. Our line of credit, to be used in emergencies, had to be backed by a member. If we ever use that line of credit, and pay it back, then we would establish a credit history.

My option was to give up or to commit to using my personal credit to purchase both of these products. That is what I chose to do. Very few people even knew that all those flyers and mailings came at no real cost to the membership. Even our treasurer questioned the low figure I put into the budget for publicity and mailing costs. But no one needed to know. The Board of Directors passed a motion to purchase a full set of toner cartridges because they understood what I was doing. Although passed unanimously, I never purchased those cartridges or used any membership money.

I presented to the Board that I own what I was calling Intellectual Property. I explained that I wanted to discontinue the steep costs for the structure of both products (many thousands of dollars invested). I also explained that I was not asking the membership to reimburse me for my expense but that I would like the membership to pay for future usage. It’s like leasing car – you pay to use it but you don’t own it

So, a motion was made on Jan 12, 2009 to go live with both systems under an Intellectual Property agreement signed by each BOD member. The motion passed unanimously and both technologies went live shortly thereafter.

Everything was going smoothly until late 2014 when a few of the membership challenged the ownership of both of these accounts. They did not understand. I even had one Board Member resign over this issue but what could I have done? He didn’t get it.

The one and only credit card ever used by the SCBC, Inc actually belongs to me. But the SCBC, Inc pays for all SCBC, Inc charges on my credit card and these charges include the usage fees charged by Icontact and the web hosting by Godaddy. I still pay for the Website Builder software and domain registration fees every three years.

In 2015 we had new Board Members in place (many) so I decided to address the same subject once again and renew the resolution. I made this decision as the result of many questions that were arising over website and newsletter ownership.

Just like before, on June 30, 2015, the Board of Directors unanimously passed a resolution to continue paying for usage fees only, while the products themselves remain the intellectual

property of Jim Portale. These products were not for sale. The signed agreement remained in place and did not need renewal.

To be clear, I own, operate and maintain both the Godaddy website and the Icontact bulk emailing account. The URL is mine, as are several related domains. The content of both are solely at my discretion. With few exceptions, the content is dedicated to the membership. The Icontact account has an opt out feature. Anyone not happy with the content of the newsletter has the option to opt out of all future newsletters. That is an individual decision that I cannot reverse once it is done. Icontact does not allow me to reverse a contact's decision.

Unless you have lived in Skippers Cove for a long time you have no idea how far superior these products are to what we used to do. Your information is now timely (sometimes to the minute) and there is no loose paper flying around the Cove. Emergencies, weather related info, neighborhood watch data, all event flyers and so much more is transmitted quickly and effectively, And the website provides you with the data you need as you enjoy this community

No dues money has ever been used to purchase, create or maintain either of these products. However, usage fees are membership responsibility at a cost of \$2.00 per newsletter. These fees are built into the annual budget and amount to a small fraction of the estimated \$13,200 that conventional printed color flyers cost (4X12X275). And that does not include postage.

So now you know why I did it. Over the prior 16 years as your president I hope you now know what I have saved you.