**2019 BUDGET GUIDELINES MOTION**

**WHEREAS** the Board of Directors of National Capital FreeNet wish to provide guidelines to staff to direct the 2019 Budget preparation process; and

**WHEREAS** the Board of Directors of National Capital FreeNet also wish to instruct staff to achieve certain specific targets and objectives in the 2019 Budget;

**NOW THEREFORE**, staff is hereby instructed to:

1. Prepare a balanced Budget for 2019, other than the inclusion of a provision for capital and/or system improvements, which would necessitate a draw-down on reserve funds, using a planned deficit, which deficit shall not exceed twenty thousand dollars ( $20,000) for the fiscal year
2. Develop and include as a Budget element, a program to expand the Community Access Fund (CAF) program; include estimates of the projected new CAF participants, and the relationship between the program losses vs. offsets through potential increases in economy of scale.
3. Include a plan to increase donations by ten percent (10%) or more above 2018 projections; include specific target publics e.g. *existing DSL customers, dial-up customers, planned bequest giving program, corporate sponsorships, etc*.
4. Include a new expenditure to develop a new front-end website design with increased emphasis on providing information to prospective members, donors, media, etc. Include a process to procure the necessary software and hardware if needed for the new public web interface to talk to our back-end system whether existing and/or new for membership, billings etc.
5. Scan the market for new innovative opportunities for the National Capital FreeNet and its members, such as a pilot to provide Internet on Cable, and examine each for feasibility.

Proposed by: **Chris Cope (bz787)\_\_\_**

Seconded by**: Diana Cantu (fz160)\_\_**

Results of Vote: **Carried\_\_\_\_\_\_\_\_\_\_\_**