

## **Space Frontier Foundation Board Telecon Minutes – October 23, 2001**

### **Present (Required):**

- Bob Noteboom, Chairman of the Board
- Rick Tumlinson, Board Member & President
- Bill Boland, Board Member
- Denise Norris, Board Member
- John Carter McKnight, Board Member
- Tony DeTora, Board Member
- Shubber Ali, Board Member
- James George, Executive Director
- Libby Workman, Advocate Coordinator
- Bob Hillhouse, Treasurer
- Brook Mantia, Secretary

### **7:00pmPST - Working Meeting**

- Financial Review – Shubber Ali

Shubber recommended his accountant, Mark Hutchinson, as an inexpensive CPA and tax guy who has experience with non-profits. Mark is located in Oakland, CA. (He can squeeze refunds out of a turnip.) The first action would be to get him a complete set of our financials to date. Bob Hillhouse will call him, to get an estimate of his fees. It will probably cost a couple grand. We need to have everything done by Jan. 15 [to qualify for certain grant opportunities.]

[Bob Hillhouse had to sign off at this point.]

- Advocates Nomination and Approval Process Review – John Carter McKnight

The SFC10 Advocate Training session participants worked through good procedure for recommending new Advocates. John will work with Libby to draft a summary of the procedure for review by the Board. This is based on the revising and updating the existing procedure as published in the Advocate Handbook.

- Fundraising Review – Bill Boland

The level of fundraising required is directly related to the type of organization we define ourselves to be. That definition is fairly broad right now. We need to have that definition to go forward with an appropriate plan. FINDS provides a tremendous amount of money, to projects, events, and Gen Ops. Now we have to set a goal to expand our source of funds. What makes most sense in terms target audience depends on who we define ourselves to be going forward. Bill observed that right now we're an organization of projects for which we (usually) need to stage events to produce funding. We need many sources of funding to be healthy. John suggested that Tony & Bill's projects dove-tailed regarding the messaging component, and offered to liaison between the two to see how they fit. Also noted that Rick has still to add an initiative for vision and policy review to the 60-day Board review resolution, as well as a vision map to define goals and interrelationships between the hierarchy projects, etc. Also missing PR/Media Review.

Bill had developed a sort of media umbrella matrix, similar to an accounting function, since it affects so many different areas. The Board is invited to provide input on defining who we are and where we need to go in fundraising. How are our projects inter-related? What are the implications for funding? What are the quantity and types of funding available? We should outline various types of approaches and associated funding sources.

Bill sent out draft budget overview on the Clarke Gala. 360 ticket sales projected; 109 sold to date. \$38K has been received, \$28K is due. Projected net \$217K.

□ Internal Communications Review – Denise Norris

Denise is working with Libby to understand where we want to go. One initiative is to revitalize the Advocate page (different than the BBS), and make sure the Bylaws are posted there, minutes are posted, etc. Libby talked with Peter Thorpe about the Advocates page design and he's willing to work with us on a design. Denise is willing to work on content with Peter to update the page, until a dedicated person can be assigned. She can post By-Laws and Minutes in PDF. Other actions are to get Advocates to contribute to selling/purchasing seats/tables for the Clarke Gala.

□ Projects Review – Bob Noteboom

First thing, get list of projects and project managers:

- The Watch – Rich Godwin
- The High Frontier, Book Marketing - Bob Werb
- Space Solar Power – Margo Deckard
- CATS – (currently inactive, last managed by Jess Sponable)
- Mars – John Carter McKnight
- Return to the Moon – Jim Busby
- Permission to Dream – George Whitesides
- ISS Congress – Bob Werb
- Rocket Racing? – Ed Wright (need to resolve/get closure)
- SFC11 – James George
- Space Enterprise Project – Bob Hillhouse
- NEOs – Dennis Wingo
- External Tanks – Alex Gimarc

We need to brainstorm what we need in terms of creating projects proposals. What requirements should be in place, what reporting should occur, etc. A Project Coordinator needs to be assigned—someone NOT already a project manager. Brook will send Bob a draft project proposal description she did earlier in the year.

□ Message Development Review – Tony DeTora

The scope of Tony's project is to determine how the message we project is established, what positions we take, and how we get that out to the world. Then use that information to recommend changes and codify the process. This is primarily a process focused initiative, as opposed to content focused, and will of course need to be coordinated with the content side. Tony will work with Rick, Jim Muncy, Bob Werb and the C of C. The process will include how media aspects impacts projects, who's permitted to engage who for what, when and why, with a high-priority placed on rapid response and turn-around.

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- ❑ **Bylaws Review – Bob Noteboom**  
This is a placeholder until we get further into process. John has notes on changes necessary for legal compliance and will send to the Board for review. Still need to get a copy of the corporate codes for Georgia (where the Foundation is incorporated.) John and Bob will work together to compile a document itemizing review points.
- ❑ **Information repository for 60-day review**  
FTP website lets Board have access to info on website.
- ❑ **Bio's for Leaders web site**  
Need to update, please everyone send bio and picture to Peter to add to site.
- ❑ **Business Cards**  
Bob Noteboom was going to have some made, and wanted to know if anyone else would like some. Research some prices; maybe get a nice, full-color design, like the Yuri's Night folks got.  
Everyone on the Board should get "space-frontier.org" email addresses for Foundation business, and set-up quickly. It creates a consistent identity/image for representing the Foundation.
- ❑ **Other**  
The Board will begin doing a daily tag up with the Executive Director. At least 2 Directors will be involved in every call. If one of the assigned Board members can make it, they must delegate someone else, so that there are always 2 Directors on the call with James. Bob Noteboom and Denise Norris will start, and rotate with other Board members going forward.

### **8:07pm Official Meeting –**

- ❑ **Approval of Minutes from Previous Meeting**  
Motion to Table accepting minutes of the Annual General Business Meeting until the next Board Telecon. Approved.  
Motion to Table accepting minutes of the October 19 board meeting until the next Board Telecon. Approved.
  - ❑ **Election Results.**  
A complete tally of the Board election results will be included in the annual meeting minutes.
  - ❑ **Discuss a response to Steve Wolfe's email of October 18 relating to the Foundation's participation in the ARC project.**  
Since Rick is involved in the ARC project, he will follow-up with Steve.
  - ❑ **Resolutions.**  
No resolutions were presented to the Board.
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Tony DeTora asked if it is now a forgone conclusion at this point in time that we are having the Clarke Gala? We have a lot invested at this point, but if we can't pay the bills it is still not a forgone conclusion. It's crucial to get that Advocates engaged in pushing ticket sales. Denise will talk up the Advocates to encourage them, having just bought her own ticket. Bill wanted it noted that he purchased his ticket before Denise.

**Motion to adjourn. Approved**  
**Adjourn 8:30pm PST**

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