

Space Frontier Foundation Board Meeting Agenda – January 16, 2002

Present:

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

Absent:

- Shubber Ali, Board Member

❑ **Call Meeting to Order – 7:04pmPT/10:04pmET**

❑ **Approval of Minutes**

- The motion to approve the January 9th Board Meeting Minutes was tabled until the next meeting.

❑ **Discussion of Response to Final Report**

The only new comments on the BBS were in a post from Mike Heney on a variety of topics. The Chair recommended everyone to keep checking the BBS to stay on top of feedback.

❑ **Review of Outstanding Actions**

- Policy/Vision Review – Rick Tumlinson
There is nothing new to report on the Vision Map. Mr. Tumlinson will not have anything for probably another couple weeks. There are some other issues taking priority in the meantime that contribute to the creation of the Vision Map.
- PR/Media Review – Rick Tumlinson / Tony DeTora
Mr. Tumlinson is actively engaged in the Media Review at present, and is getting good help from Ben Muniz. They are defining types of press releases, and application of editorials & op-eds, looking at past instances to leverage our successes and what we did right. The intention is to build a system around our successes that creates consistency going forward. The recommendation is that we document and systematize the media operation, while accounting for the fact that we are a volunteer organization with limited resources. Content is not an issue, rather, the mechanism for execution.
- Organizational Affiliations Review – Bill Boland / John Carter McKnight
This is on hold until Vision Map is done.
- Bylaws Review – Bob Noteboom
The Board is reviewing the marked up version of the By-Laws that Mr. McKnight has distributed to the Board.

❑ **Committee Reports**

- Policy and Message Committee – Rick Tumlinson / Tony DeTora
A resolution is needed to establish a permanent committee. The interim committee is continuing work on the two topics previously discussed—space shuttle privatization and the NASA administrator transition briefing. The committee recommended a focus

meeting be held to allow some of the small vehicle companies to offer their advice on how best to support their interests. February would be good time frame. The position description for the Communications Manager is forthcoming.

- Finance Committee – Shubber Ali

Bob Noteboom gave a brief update in Mr. Ali's absence. Regarding the Gala, even with the payment from Intel, Frank Braun has not earned his additional incentive payment. We are still working on reconciling our numbers with Frank Braun's numbers. Bob Hillhouse received the financial reports from Mr. Ali today. The Foundation has still received no records to date from Margo Deckard regarding the NASA SSP grant.

- Operations Committee – Denise Norris

Motion to: Establish an Operations Committee to develop, implement and oversee operational objectives for the Foundation. The Operations Committee shall develop and implement specific procedures relating to the day to day operations of the Foundation; Committee membership shall include the Executive Director and/or President, Treasurer and Secretary and at least one representative of the Board of Directors. Motion approved.

- Events/Projects Committee – Bill Boland

Mr. Boland has not had a chance to draft the appropriate resolution.

- Fundraising Committee – Rick Tumlinson AND

- Membership Committee – John Carter McKnight

These two agenda items were combined after discussions between Rick Tumlinson and John Carter McKnight, who made an alternative proposal on how to structure these committees to best serve their constituents, and conserve resources. Citing overlapping functions, they suggested that the Fundraising and Membership be combined into a single committee focused on recruiting—both members and donors—a kind of sales and marketing function. Then a second committee would be dedicated to the retention of members, and “care and feeding” of donors. The emphasis would be on providing service and value to our “customers.”

There was a lengthy conversation on the pros and cons of the different committee structures being considered. Mr. McKnight and Mr. Tumlinson will create a resolution detailing the proposed committees for the further consideration of the Board, with the Marketing & Fundraising Committee being created first as having the greatest need, and then the Member Services Committee.

- **Miscellaneous**

- James George's draft of a Development Director job description is being reviewed. Commissions should be consistent with the overall finder's fee policy.
- The New Jersey Spaceport grant administration matter still needs to be addressed.
- The certified audit has been completed.

- **Adjourn – 8:33pmPT/11:33pmET**
