

Space Frontier Foundation Board Meeting Agenda – February 6, 2002

Present:

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

Absent:

- Denise Norris, Board Member
- Bob Hillhouse, Treasurer
- Shubber Ali, Board Member

❑ **Call Meeting to Order – 7:05pmPT/10:05pmET**

❑ **Approval of Minutes**

- A motion to accept the January 30th Board Meeting Minutes was approved.

❑ **Review of Fundraising Campaign**

Bill Boland's daily report went out today. It's fair to say we're off to a slow start. Feedback from the Advocates is calling the Board to task for its communications ability. The Board needs to attend to that. Bob Noteboom has unspecific commitments from some people, which he'll work to solidify into specific commitments. Mr. Noteboom will pay the Caesars Palace balance, thus converting that to a "friendly debt" loan.

❑ **Review of Outstanding Actions**

- Policy/Vision Review – Rick Tumlinson
Working on the Vision Map, Rick Tumlinson observed that the scope of this project was becoming more complex than originally anticipated. The Vision Map will be a distillation of the basic philosophical essence of the Foundation, an overarching vision that illuminates the many aspects of what we're about, and how they logically fit in to the whole. The best course of action to take is to define the scope, and put into a set of findings and recommendations what it will take to get it done. Bill Boland emphasized that this is probably the most important document the Foundation can produce, and it should take high priority. It's crucial that we move aggressively to complete a base document, however, as an "organic" document, it will be subject to revision as necessary. Tony DeTora will take the lead on formulating a process and have a draft by next week.
- PR/Media Review – Rick Tumlinson / Tony DeTora
Complete.
- Organizational Affiliations Review – Bill Boland / John Carter McKnight
Complete.
- Bylaws Review – Bob Noteboom
Complete.

□ Committee Reports

- Message and Policy Committee – Rick Tumlinson / Tony DeTora

Addressing feedback on the BBS, we need to communicate to the Advocates that we are in fact doing something for small vehicle companies. This week the MAP Committee discussed this year's March Storm agenda regarding NASA Reforms issues, including shuttle privatization. There are efforts to do an NEO-related roundtable. It would be a good idea to get something out within the week regarding the new NASA budget. Another issue being raised is "Nukes & NASA." There was discussion as to whether we should respond, using this as a hook to leverage media visibility. The sense was that we should wait until there's an actual mission to relate to. Regarding ProSpace on Shuttle Privatization, we don't feel they go as far as we'd like. The committee is developing a position that defines privatization very stringently. They will write a position paper. The Board also discussed how to make the BBS into a more useful tool to develop policy and positions.
 - Finance Committee – Shubber Ali

No meeting this week.
 - Operations Committee

Rick Tumlinson, as President, will make sure the mail gets forwarded from the office. The Operations Committee will work out procedures offline.
 - Events/Projects Committee – Bill Boland

Bill Boland is working on different fronts. His main focus now is to be closer to the Return to the Moon symposium efforts; also building a team for the annual conference. There has been some discussion about how to integrate the Mars community and their participation in the Foundation. One consideration is to create a "Moon & Mars" symposium to create more harmony, and focus on "human space settlements" rather than a particular location. We may be in position to gain some advertising leverage from the upcoming Yuri's Night events. The next step is to organize structures. A resolution for a committee should be ready by next week.
 - Marketing Committee – Rick Tumlinson / John Carter McKnight

Motion to: Establish a permanent Marketing Committee to develop, implement and oversee (in conjunction with the appropriate Foundation officers, committees and staff) programs to expand the Foundation's human, financial and material resources.

The Marketing Committee shall:

 1. design materials for fundraising and membership recruitment, including individual and institutional support;
 2. implement or oversee direct mail and electronic outreach campaigns;
 3. develop and implement a speakers bureau program, including a multimedia presentation and any training materials;
 4. establish and maintain mechanisms for supporter feedback;
 5. coordinate tables, speakers and membership/fundraising functions at events;
 6. develop a grant application program;
-

7. support Board members, officers and staff in their efforts to raise funds and recruit new members.

Members of the Committee shall include the President, Development Director and at least three members of the Board.

The motion was approved.

There was a motion to extend the Board meeting, which was not approved. The two remaining agenda items that were not addressed were the Member Services Committee, and discussion of the New Jersey Public Space Center Project.

□ **Adjourn – 8:32pmPT/11:32pmET**
