

Space Frontier Foundation Board Meeting Minutes – March 20, 2002

Present:

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

Absent:

- Bob Hillhouse, Treasurer
- Denise Norris, Board Member
- Libby Workman, Advocate Coordinator
- Shubber Ali, Board Member

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

❑ **Approval of Minutes**

- A motion to accept the February 27th Board Meeting Minutes was approved.

❑ **Review of Fundraising Efforts**

Bill Boland will submit a final tally for the 30-day fundraising campaign. Although it didn't work out as expected, a final status is still needed. There have been a number of contributions through the website. Bob Noteboom encouraged everyone on the Board to match George French's donation challenge.

❑ **Review of Advocates Update**

Bob Noteboom is composing an Advocate update which should go out this week.

❑ **Cooperation with World Space Week**

Bob Noteboom related his conversation with Dennis Stone, and Mr. Stone's idea for the Foundation to do an event during World Space Week (week of October 4). This would be a good opportunity to leverage media attention. (More information can be found at www.spaceweek.org.) Bob Noteboom asked for feedback from the Board on what kind of participation is appropriate.

❑ **ShareSpace Request to Participate in SV Event and SFC 11**

Ron Jones contacted Bob Noteboom regarding ShareSpace participation in the Space Enterprise symposium and SFC11. Mr. Jones will be directed to Bob Hillhouse, project manager for the Space Enterprise project, with Bill Boland following up with Bob Hillhouse. Regarding SFC11, we need to learn more about what they have in mind to understand the request. There will be a different format this year, so that needs to be taken into consideration. At this point we are evaluating the program, and will be ready to respond in the next few months.

□ **NASA Grant NAG8-1616**

Bob Noteboom spoke to Margo Deckard, who said she had talked to NASA, even though NASA said she hadn't. Ms. Deckard explained she goes through the same thing every 6 months, because NASA is not happy with some aspect of the report. The problem seems to be tied to accounting issues, and how payments to Rosanna Sattler were reported. Bob Noteboom will stay on top of the matter and follow-up with Ms. Deckard on a regular basis to achieve resolution.

□ **Gala Accounts Receivable**

Regarding Slika and DMS, James George spoke with Frank Braun this afternoon. Mr. Braun has left messages for DMS and is talking to John Cameron to help put pressure on them; however, there is still no response. Rick Tumlinson said he'd pursue the debtors himself. The Foundation has done everything it can to collect these debts. James George is also still working on negotiating down our bill with the Playboy Mansion.

□ **Committee Reports**

• MAP Committee – Tony DeTora

Tony DeTora just got back from March Storm yesterday, and is ready to ramp back up on MAPCom. He will have a resolution to establish a permanent committee ready for the next meeting. Bob Werb wants to take on bigger role with MAPCom. Everyone congratulated Mr. DeTora on a successful March Storm.

• Finance Committee – Shubber Ali

Bob Noteboom has figured out how to reconcile the credit card transactions, so now he can complete the books. The new accounting system is coming together. Some additional information is needed from the Treasurer, and then everything will be up to date from the beginning of 2001 to the present. Since there are more than 25 transactions per month, the deal for \$100 per month for bookkeeping would not have been adequate. Payment plans have been worked out with Daniels Graphics, the Sheraton Hotel, John Hanks and Peter Thorpe. Prestige A/V still needs to be addressed.

• Operations Committee – Denise Norris

Ms. Norris was not present, but owes procedures on routing.

• Events/Projects Committee – Bill Boland

There are 3 projects in the works:

1. Silicon Valley Space Enterprise Symposium, May 2002. James George described the new format being tried this time. All panel members will be from the financial and venture capital community, all very high-level people. Targeted attendees are primarily investors. The role of the space companies involved is to give some sense of "reality" to the markets. The goal is to make the investment community aware of the emerging private space venture industry, with the Foundation acting as the catalyst. Silicon Valley Business, the local business news TV show, will be there to do interviews.

2. Return to the Moon IV, July 2002. RTTM is at a critical stage. There are issues with the hotel. Also, there is a tremendous need to be more secure in sponsorship funds. There should be more to report in a couple of weeks. Tony DeTora asked what the Board could

do to support the event. Aside from getting sponsors, the biggest need is for people to step-up—committed volunteers.

3. SFC11, TBD.

- Marketing Committee – John Carter McKnight

Nothing to report at present, but Mr. McKnight is still working on the slide presentation, although he is experiencing severe time constraints lately.

- Member Services Committee – Bob Noteboom

Bob Noteboom and Libby Workman are working together to generate letters to thank donors and Advocates when they pay their dues. Rick Tumlinson reiterated the need for a central database of donors, as well as other contacts. James George will guide Mr. Tumlinson to what already exists.

- Bill Boland expressed a desire to see what can be done to clear out “deadwood” projects, and move away from the tendency to take on un-funded activities (hoping resources will somehow materialize.) The Foundation needs to get a better handle on what attracts corporate sponsorship. Mr. Boland proposed classifying our projects, and perhaps winnowing some. It will continue to be problematic, even with these great projects, if we still don’t know how to cultivate corporate sponsorships. One potential solution would be to develop a dedicated corporate sponsorship team/committee to generate support for these projects. Another strategy might be to partner with other space organizations (i.e., NSS, MS, etc.) and go to the IEG conference in Chicago next March, and create a kind of “March Tornado” about space. Mr. Boland will put his ideas in writing for further consideration and feedback.

- **Date for next Board Meeting: Wednesday, April 10, 2002.**

- **Adjourn 8:24pmPT/11:24pmET**