

# Board of Directors Meeting Minutes

Date of meeting: December 17, 2022

Notice of this meeting was sent by email from President Sten Linnander on December 13, 2022, in compliance with Bylaws 4.07 Board of Directors Meetings.

The meeting was called to order at 2:05 PM EST online.

The following Directors were present online:

Sten Linnander  
Mike Foody  
Stephen Davis  
Kilian Koepsell

With 4 out of 4 directors present, a quorum was announced.

The Secretary asked for additions or corrections to the Board Meeting Minutes of December 3, 2022 and distributed on December 5, 2022. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

The Secretary made a motion to set the number of Directors at 4, according to Bylaws Section 4.01, Number of Directors. The motion was seconded and approved.

## OLD BUSINESS

The Treasurer presented an [Excel spreadsheet](#) as a framework for creating a 3-year budget to send to the IRS with Form 1023 for tax exempt status. Mike then went over the spreadsheet item by item for everyone to discuss. It was clear that at the present time, a lot of these numbers are purely guesswork and will change as time goes on, So, the main objective right now is to present a 3-year budget that the IRS will accept in our Form 1023 application.

Kilian raised the question of grant applications, and Mike responded that the questions are: What is it going to take to get a grant? How big a grant do we need? So, it is not a bad idea to say, “Year One, we’re going to get a grant. Years two and three, we’re going to spend the grant.”

The question then came up about a prototype. Mike said that “today, we can create a 12-inch globe that displays hourly images of the Earth. It’s with a projection engine that may be a little brighter than we need.” But it will take time to create a prototype with 15-minute images. And it will take money to purchase the images and then blend them.

## NEW BUSINESS

Sten expressed the desire to send out a press release and begin asking the public for donations as well as seeking grants. He then asked the question: When to go public with the living globes? After much discussion, the consensus seemed to be: When we achieve a certain level of polish and have a delivery schedule. In the meantime, rather than going public with the globes, we should proceed immediately with an educational campaign to make it clear to the public that there is a problem that Earth is not being seen. This campaign would include Ted talks, an international conference, and anything else we can think of to begin building a sympathetic society. At some point, when the living globes are ready, we would present them as the solution to this problem – a means to see the Earth.

About the budget for the business plan: Mike said it's dependent on the level of detail and professionalism, for example regarding market research and how we go about finding the right manufacturers. But it needs to be credible. It's too early to say, but \$200,000 is a ballpark figure. We need to find out what it takes to raise \$10 million. So, we need to be flushing out different parts of the budget and costing them.

We wouldn't hire someone to write the business plan, but we would hire a grant writer. There we need to decide who the audience is. Further questions are what brand-building opportunities there are and about corporate marketing.

Sten mentioned that "the Earth wants to be seen" is a continuation of Lovelock's Gaia Hypothesis, taking it one step further and saying, yes, the Earth is alive and conscious, and can and wants to talk with us. And that generations of indigenous peoples have for millennia regarded the Earth as being alive.

Mike said that if we separate the movement – the Earth wants to be seen idea – from the product, then the success of the movement is intended to drive the success of the product.

The question was asked if we need funds dedicated to advancing the movement. Mike: they should not be separated; we're a movement company right now. So, start with the movement. If we go out now with the product, we would disappoint our supporters. Mike said most kickstarters are focused on raising awareness, not on a product.

The movement would focus on: there's a problem, establishing the problem. "The Earth wants to be seen" is the problem. And Sten would provide the storyline of: Here's the history of the problem, including that indigenous people see the Earth as alive.

Sten asked what one would want an audience, for example in a Ted Talk or a social media campaign, to do in response, and Mike's answer was to subscribe to a newsletter. The movement would include podcasts, social media, Instagram. At an international conference on The Earth Wants To Be Seen, one could have a panel from different cultures discussing the Earth being alive.

## NEXT MEETING

It was decided that the next meeting will not be an official Board of Directors meetings, but more of a brainstorming session with Fabian about the marketing plan. Mike will liaise with Fabian to set a date and time, and anyone is invited to be present at that meeting.

The meeting was adjourned at 4:30 PM EST.

Respectfully submitted,

DocuSigned by:

*Stephen Davis*

33771898B9AD462...

---

Stephen Davis, Secretary

Date \_\_December 18, 2022\_\_