

# Board of Directors Meeting Minutes

Date of meeting: June 11, 2023

Notice of this meeting was emailed by President Sten Linnander on June 10, 2023.

The meeting was called to order at 2:00 PM EDT online.

The following Directors were present:

Sten Linnander  
Mike Foody  
Stephen Davis

With 3 directors present out of 4, a quorum was declared. Mirella Spritzer joined the meeting a little later, making 4 out of 4 directors present.

The Secretary asked for additions or corrections to the Board Meeting Minutes of May 6, 2023, and distributed by email on May 7, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Mike started off the meeting discussing the “Thoughts About the Movement” paper that Sten had emailed to the Board on June 10<sup>th</sup>, along with the “Podcast” email that Stephen sent in response. He suggested that the paper be re-written in the form of a question and then he would submit it to his wife to get comments and cost estimates. For example, would \$25,000 get us a really nice website, good messaging, and a few blog posts about it. Do we need a video right away and what’s that going to cost? If we’re planning on doing one podcast per month, how many staff would we need?

Mike suggested that the Movement is the umbrella – the meaning behind what we are doing. There are then a number of “tactics,” both big and small, that will go into achieving our Movement objective. Podcasts are a tactic; globes are a tactic. So, we have to think of the Living Globes as one of the elements we use to achieve the Movement objective.

Stephen interjected that there was another name that might be added to our list... David Grinspoon, an astrobiologist at the Planetary Science Institute, who said, ““Life is not something that happened on Earth, but something that happened to Earth.” He said we could produce one hell of a conference with all these experts.

Sten mentioned having to hire staff to create our social media presence, and Mike countered with the suggestion that we don’t have to hire our own staff but contract the work to outside vendors instead.

Sten asked about the timing of trying to get funding – once we have the tax exemption or before? Stephen clarified that we cannot run a GoFundMe campaign as a non-profit organization without having our 501(c)(3) tax exempt letter from the IRS. He also said that an individual could run their own GoFundMe campaign and pledge to give all proceeds to the Living Globes Society but that those donations to the individual would not be tax deductible.

There was some discussion about whether Kilian was proceeding with the research into a method of communicating with the Earth and Sten said he would have to follow up on that.

Sten said he thought that it would be very difficult for someone to invest in the idea that the Earth is alive and wants to communicate with humanity – and CAN communicate with humanity. Mike said that that was a key question: how do we phrase the Movement so that it is “investible.” He added that we may be surprised at how much support there might be out there.

Sten said he sees a similarity to the whole animal-communications field, which has grown exponentially in the last decade and has gone from fringe to mainstream.

Sten asked about the status of the business plan, and Mike said it just has to be written out, which he can do. Sten asked about the cost, and Mike said \$250,000 for one country and \$25,000 for each additional country. That breaks down to \$100,000 in market research, \$150,000 in technology research.

There was some discussion about forming a non-profit in the EU and why we haven’t done that. Sten said he was taking part in a workshop on this question soon and suggested that if we did so, it would be in Germany. He also said we’d need a new name since LivinGlobe was already registered in Germany. Sten suggested “The Movement,” and Mike said, “Don’t do that!”

Stephen mentioned that the proposed TedTalk should also be included in the “Thoughts About the Movement” re-write.

Sten said again that he wants to include the Living Globes in any TedTalk. Mike suggested that Sten start thinking about it like a story that rolls out over time. You don’t have to tell the whole story all at once as part of a strategy. This is something that can have momentum, that you can reveal things over time. Right now we don’t know what a living globe will look like, what it will be able to do, how much it will cost, etc., so we don’t want to talk about it in concrete terms.

Mike had to leave but said that one of the biggest decisions we will have to make is what content do we do, or do we focus on making the globe and provide a platform for third-party apps and anybody can do anything with it.

The next meeting date was set for Saturday, June 24, 2023 at the usual time.

The meeting was adjourned at 3:30 PM EST.

Respectfully submitted,

DocuSigned by:  
  
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Stephen Davis, Secretary

Date \_\_June 15, 2023\_\_