

Board of Directors Meeting Minutes

Date of meeting: October 21st, 2023

Notice of this meeting was emailed by President Sten Linnander on October 19th, 2023.

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

The following Directors were present:

President Sten Linnander

Treasurer Mike Foody

Secretary Stephen Davis

With 3 directors present out of 4, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of September 29th, 2023, and distributed by email on October 1st, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

As promised, Stephen made a motion to send in the Lemelson Inquiry form from their website using the Concept to be officially approved at this meeting, and to send an email to the Gordon and Betty Moore Foundation with the 100-word pitch to be approved at this meeting.

After some discussion and tweaking to the Lemelson Concept, the motion was approved, on the condition that Stephen does one more editing pass. Stephen then asked Sten if he was okay with actually completing Lemelson's online form and submitting it as President of Living Globes Society, and he agreed.

The topic was changed to the quorum requirements for Board meetings to conduct business. Stephen confirmed that the ByLaws require a majority to do business, meaning that with 4 members of the Board, 3 must be present to conduct business. There was discussion about adding more people. There was also discussion about changing the Bylaws to 50% instead of a majority. Both those options did not seem tenable. Sten had talked to Mirella about resigning from the Board, leaving 3 Board members that only required 2 for a Quorum. Mirella agreed, since she was not able to attend Board meetings very often but could still work with Sten on various projects. She will email her resignation to Stephen before the next Board meeting.

Sten then brought up his idea to raise the first \$25,000 from private donors and the question of how to do that. Mike said we needed our tax-exempt status from the IRS first, and that there is a difference between mentioning the Globes in a fund-raising pitch and in a marketing pitch.

Sten then mentioned that Facebook is credited with 74% of people who found causes finding them through Facebook, and much less on other platforms. Mike countered with "Let me call that retail. That's when we think we're ready to actually have a following of people and, and we want to go into small dollar donations.... But who gives you money before you have a polished story? You know, we're working on the story for grant

organizations, and we've done one, I guess really, one and a half. And I would guess, and it's a great spur to creativity.

Stephen then mentioned PADI as another source for a grant. Mike said that PADI has a whole bunch of 360 videos.

Sten said that foundations take time to respond, and he confessed that he has money issues that are more pressing timewise. He said that when we start getting money, we will have to figure out a way to get him some, even if it's just enough to pay for his health insurance.

Mike said he thought it would be quite a while before there was money that could be distributed to all of us for the work we are doing outside of being an officer of the company. Stephen said he thought there would be ways to get Sten some money, perhaps for grant writing – which Sten has also been doing for HearNepal – or perhaps just to pay for his health insurance. He also expressed appreciation to Sten for his transparency on this topic and suggested we add this to our list of active problems to be solved.

Discussion then moved to writing more grant proposals, like PADI, and Stephen said he would find 1 or 2 more. Mike mentioned that even if we get rejected, we can learn from that rejection, although Sten said his experience was that many foundations would not give feedback on a rejection.

Mike said that we have to find an organization where we fit into their requirements. And they should want what we have, because our proposition has merit: “There should be an innovative ecosystem around global engagement because it is necessary for success. That’s a fact.” Since this is a new idea, we just have to find the forward thinkers who believe that emotion matters, and that engagement matters, and that it’s critical for success.

Lemelson is trying to create an ecosystem of the people who actually do the work. PADI on the other hand is trying to directly affect the oceans, so they for sure know that emotion is important. The vision we are trying to create and how that fits into PADI is probably how we’ll come at this.

Discussion continued about how to sell the Living Globes once they’re available, and how apps would fit into that.

Sten wanted to know whether organizations like the World Wildlife Fund would be someone who might give us a grant. Mike repeated that we need to look for organizations who respond to our ability to make a global emotional connection and see it as a critical success factor. Our plan is to pick a bunch of these, go after them and see what happens.

Mike said the other critical aspect for these grant applications is to frame them in shared values, and we’ll get to that in the future.

Further discussion centered around questions like, How do we introduce the Globes – via a chandelier “awe experience,” since globes on coffee tables are going out of style? Mike thought that is a complicated question and we’ll find the answer when we have money to do the market studies.

Stephen then brought up the question of an international conference, pointing out that Charles Eisenstein would make a great keynote speaker. Stephen also suggested that it was something Sten could do on his own and generate some money for himself. It could be financed by a GoFundMe campaign separate from the Living Globes Society, with the Living Globes Society being a participant but not a key sponsor. Sten said he was going to meet with Julio in a few weeks, who has put on a number of these conferences.

The meeting was adjourned at 3:35 PM EDT.

No date was set for the next meeting.

Respectfully submitted,

DocuSigned by:
Stephen Davis
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Stephen Davis, Secretary

Date __October 29th, 2023__