

Board of Directors Meeting Minutes

Date of meeting: November 5th, 2023

Notice of this meeting was emailed by President Sten Linnander on November 1st, 2023.

The meeting was called to order at 2:00 PM EST 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 October 21st, 2023, and distributed by email on October 30th, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

The Secretary read an email from Director Mirella Spritzer resigning from the Board and made a motion to accept her resignation. The motion carried. The Secretary was directed to email Mirella that her resignation was accepted but that the Board hoped she would stay connected.

The Secretary then pointed out that Mirella's resignation left 3 members on the Board of Directors, and that from now on, only two of the 3 directors were required to constitute a quorum to do business.

Mike took the first 20 minutes laying out his reasoning for changing the proposed response to The David and Lucile Packard Foundation form to focus on offering our services as a "capacity builder" — a consulting firm that would be hired on the basis of making their Foundation stakeholders better at effecting global solutions. He premised this by saying that when he looked at the Packard Foundation website, he felt there was no specific program that we could qualify for; therefore, we needed to take a different approach to how we presented ourselves to them.

Stephen interrupted to counter by reading from the Packard Foundation website: "We champion bold climate solutions, an ocean that sustains us, and scientific innovation and discovery to secure the health and future of people and the planet." Stephen said he had no interest in being a consultant specializing in "capacity building," and that he thought the statement by Packard definitely opened the door to us using our real focus of producing the Living Globes. He went on to explain "our story" as he sees it: *"In the 1960s, astronauts went into space and saw the Earth from a distance for the first time. Many of them had a strong reaction which author Frank White called the Overview Effect. They also brought back a color picture of the Earth from space called "Earthrise," which sparked a global environmental movement. We are the new Earthrise – at least, that's how I want to position us. Our technology, our ideas, our Living Globes will produce that new emotional engagement that is essential for any global change to occur. So, I don't want to position ourselves as a consultant; I don't*

want to be a “capacity builder”; I don’t even want to be an “innovative ecosystem.” I want to be a new Earthrise. That’s it.”

Stephen went on to thank Mike for “everything you have taught us over the past months,” and for bringing us this far. But he said he had “to put my foot down” at this “capacity building” diversion from our main purpose.

Mike said he thought that for us to be successful, we will have to teach our partners how to make things for our globe platform, because too much of what’s out there now is boring.

Sten said that that’s way down the line. He then read a short essay he wrote talking about the fact that we are the mainstream, about needing to get big names on board, and taking control of the narrative and not just asking people what they want to support.

Mike said each of those “big names” has their own agenda. He then said we have already talked about an app store that would include a wide range of apps to make our platform more attractive.

Stephen interrupted to say that the whole question of an app store has not been decided, and when it comes time to discuss the issue (which is not now), the questions we need to answer are things like: what are the criteria we use to allow people to put apps into that store? Is it open to the public? Do we need to give permission? Is their app subject to our review and approval? He said he agreed with Mike that at that point we need to be the experts and assist people in developing their apps, but that’s too far into the future. What’s in front of us right now is being the next Earthrise.

Sten agreed that we are the new Earthrise and expressed his belief that a globe that is alive is “the great attraction... seeing the Earth live in front of you, as she looks right now. ... not in how the sea levels are rising or how many polar bears there are.

Mike said he thought we voted on being more than just that. Sten said he thought the Lemelson Concept was very much based on what we thought Lemelson would accept from us, but he thought the Living Globe would only have impact if a person thought they were looking at it from outer space and not just standing next to your printer. He said he was looking for a way for people to look at these globes in such a way that they actually place themselves outside of the Earth, looking back at it at the same time they are living down there looking at the living globe. He said we should be focused on having the globes create an intimate connection with the Earth.

Mike explained that when the iPhone first shipped, it did not have an app store. But Apple was working on the app store long before that. So, it’s important to start planning now for an app store if we’re going to have one.

Stephen countered by saying that when we have received our first \$250,000 grant is the time to start talking about an app store. Up to then, our time and focus should be on securing that grant by positioning ourselves as a new Earthrise.

Sten said that his concept had always been for the people who wanted Living Globes to finance the whole thing rather than going for foundation grants. Mike said, “Consumers won’t fund its development, and that’s a fact.” And Stephen agreed.

There was more discussion about trying to sell a foundation on being the new Earthrise versus trying to fit into one of their specific programs. And then there was discussion about how to re-write the last sentence of the paragraph to the Packard Foundation.

Stephen then brought up the question about how to apply to the PADI Foundation, with 3 separate forms based on the program we think we fit into. Mike pointed out that the best one may be Education and Community Outreach.

Mike suggested that in focusing just on Earthrise as the way to deepen the connection between humanity and the Earth, it would be inadvisable to leave out other methods, such as Personification, global education, and even showing their own videos to get people engaged in the topic, which are all useful in getting a grant. Mike feels that Personification is an easy story to tell, maybe easier than Earthrise.

Sten said on November 18th, he will be meeting with 25 people that Julio invited for him to speak about the Earth being Alive and about Living Globes. Sten asked again about doing a TedTalk. Mike and Stephen agreed that for Sten to speak publicly about the Earth being alive and then be associated with Living Globes is a mistake.

The meeting was adjourned at 4:00 PM EDT.

The next meeting was scheduled for November 26th at 2:00 PM EST.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __November 11, 2023__