

Board of Directors Meeting Minutes

Date of meeting: November 25th, 2023

Notice of this meeting was emailed by President Sten Linnander on November 24th, 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 3, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of November 5th, 2023, and distributed by email on November 12th, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Sten asked where the Business Plan stands. There was general discussion about the Plan, which would cost around \$5000 to hire someone to input the Marketing portion. Mike said the Technical portion was close to finished, except for the budget. He said he was going to send the Directors examples of the Budget Plan he recently did for his health project.

There was an attempt to clarify that *writing* the Business Plan should not cost much (\$5-10,000) but the *execution* of the plan would cost around \$250,000; and in the optimum scenario, we could find someone who would do the Marketing portion for free.

The discussion changed to hiring a grant writer. There is no proof yet that we do *not* write good grant applications, or that we *do* write good grant applications. But we seem to be in agreement that it would be wise to hire a good grant applications writer.

Stephen brought up the question of submitting applications prior to receiving the IRS tax exempt letter, saying that the first thing any foundation is likely to do is check the IRS database, and if we're not on it, it would be an automatic rejection, and perhaps that's why we were rejected by the Pollination Project and the George and Betty Moore Foundation. Mike asked what the downside would be if we were rejected offhand. Stephen responded that he didn't know for sure, but that he thought a rejection for any reason would make it harder to submit a second request. Sten said since it is a matter of waiting just 5 more weeks, we should wait, and then be prepared to send out as many applications as we can on the day we get the IRS letter.

Sten asked about sending Letters of Inquiry in the meantime. Stephen suggested that we could do that, but then we run the risk of them rejecting our LOI and therefore preventing us from sending in a full application, and he would prefer to be able to send a full application because it gives us a better chance to explain who we are and what we do. We should only send LOIs when they are required to get permission to send a full application.

Sten said he's been told that if we want to get anywhere with a grant foundation, we should call them and talk to them personally to establish a connection. Mike said he doesn't do cold calling anymore and doesn't know whether it works.

Sten asked about going after grants for \$500,000 – 1,000,000 instead of \$10,000 – 25,000. Mike said we should do whatever to build up our credibility to warrant going for larger grants. Stephen said that in all the grantmakers he has researched, only one was for more than \$75,000, so he didn't know where Sten was getting his list of half-million-dollar grants. Sten responded that it might be different for AID organizations, such as USAID, which is what he has been dealing with for his Nepal projects.

Mike said he was looking at the NRDC website (National Resource Defense Council), who got a \$17M grant from the McArthur Foundation and \$100M grant from the Bezos Foundation. Sten said someone had said we should stay clear of the Bezos Foundation, and Stephen said he had rejected them for some reason he couldn't remember but had emailed to everyone, and admitted he should have been keeping a list of foundations he rejected and why, to make it easier to go and reevaluate when the IRS letter comes through.

Sten said he wanted to keep sending Stephen foundations that he finds and Stephen agreed, saying he would let Sten know if he had already rejected them and why, like the Lawrence Foundation.

There was additional discussion on citations used in a paper that Sten wrote. And Sten said that there is a book called *Earthrise* that explores why that image was so impactful. Stephen then read Bard AI's answer to the question, "What made Earthrise more impactful than Blue Marble?"

Both Earthrise and Blue Marble are iconic images of Earth from space, but Earthrise is generally considered to be more impactful. There are a few reasons for this:

Earthrise was the first time humans saw the entire Earth from space. This was a profound moment in human history, as it gave us a new perspective on our place in the universe.

Earthrise was taken from a closer vantage point than Blue Marble. This made the Earth appear larger and more striking in the photograph.

Earthrise was taken at a more dramatic moment. The Earth is rising over the horizon of the moon, which creates a sense of awe and wonder.

Earthrise was taken during a time of great social and political upheaval. The Vietnam War was raging, and the civil rights movement was in full swing. In this context, the image of Earth as a small, fragile oasis in a vast and empty universe took on a special resonance.

As a result of these factors, Earthrise has become a symbol of environmentalism and peace. It is a reminder of the preciousness of our planet and the importance of protecting it. Blue Marble is also a beautiful and inspiring image, but it does not have the same emotional impact as Earthrise.

Here is a table that summarizes the key differences between Earthrise and Blue Marble:

<i>Feature</i>	<i>Earthrise</i>	<i>Blue Marble</i>
<i>Date</i>	<i>December 21, 1968</i>	<i>December 7, 1972</i>
<i>Mission</i>	<i>Apollo 8</i>	<i>Apollo 17</i>
<i>Photographer</i>	<i>William Anders</i>	<i>Harrison Schmitt</i>
<i>Vantage point</i>	<i>Lunar orbit</i>	<i>Lunar orbit</i>
<i>Composition</i>	<i>Earth rising over the moon</i>	<i>Earth centered in the frame</i>
<i>Emotional impact</i>	<i>More impactful</i>	<i>Less impactful</i>
<i>Symbolic significance</i>	<i>Symbol of environmentalism and peace</i>	<i>Less symbolic significance</i>

Then there was discussion about the timing of Earthrise, as well as the timing of Living Globes. Stephen read Bard AI's answer to the question, "What factors made Earthrise so impactful?"

EarthRise was a groundbreaking event that had a profound impact on the world. Here are some of the factors that made it so impactful:

- It was the first time that a human had ridden on a rocket to Earth orbit. This was a momentous achievement that captured the imagination of people around the world.*
- It showed that space travel was possible for ordinary people, not just for astronauts. This inspired many people to pursue careers in science and engineering.*
- It helped to raise awareness of the importance of environmental protection. EarthRise showed people how fragile our planet is and how important it is to take care of it.*
- It highlighted the power of human cooperation. EarthRise was a global event that brought people together from all over the world to work towards a common goal.*

In addition to these factors, EarthRise was also well-publicized and documented. This helped to ensure that its impact was felt far and wide.

Overall, EarthRise was a landmark event that had a lasting impact on the world. It showed that space travel was possible for ordinary people, inspired many people to pursue careers in science and engineering, raised awareness of the importance of environmental protection, and highlighted the power of human cooperation.

Earthrise timing, context, and composition

The iconic photograph of Earthrise, taken by astronaut William Anders during the Apollo 8 mission on December 24, 1968, is a poignant reminder of our planet's fragility and beauty. The timing, context, and composition of the photograph all contribute to its profound impact.

Timing: *The photograph captures the Earth rising over the lunar horizon as the spacecraft emerged from the darkness of the far side of the Moon. This moment of emergence, coinciding with the darkness of the lunar surface, accentuates the Earth's radiant glow, making it appear as a beacon of life amidst the vastness of space.*

Context: *The Apollo 8 mission was the first manned circumlunar flight, venturing beyond Earth's orbit for the first time. This groundbreaking achievement set the stage for the subsequent Apollo moon landings, marking a turning point in human history and our understanding of our place in the cosmos. The Earthrise photograph became a powerful symbol of this new era, encapsulating the awe-inspiring sight of our home planet from a distant perspective.*

Composition: *The photograph's composition is striking in its simplicity. The Earth, a vibrant blue sphere, dominates the frame, suspended against the stark backdrop of the lunar surface. The horizon line between the two spheres provides a clear demarcation between the Earth's life-sustaining atmosphere and the desolate lunar landscape. The stark contrast between the two worlds highlights the Earth's preciousness and the fragility of its environment.*

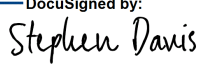
Impact: *The Earthrise photograph has had a profound and lasting impact on humanity. It has become a symbol of environmental awareness, reminding us of our planet's vulnerability and the need to protect its delicate ecosystems. It has also inspired countless works of art, music, and literature, capturing the imagination of people around the world.*

In conclusion, the Earthrise photograph is a masterpiece of timing, context, and composition. It serves as a poignant reminder of our planet's fragility, beauty, and significance within the vastness of space.

The meeting was adjourned at 3:25 PM EDT.

The next meeting was scheduled for December 10th at 2:00 PM EST.

Respectfully submitted,

DocuSigned by:

33771898B9AD462...

Stephen Davis, Secretary

Date __December 3, 2023__