

# Board of Directors Meeting Minutes

Date of meeting: March 16, 2025

Notice of this meeting was emailed by President Sten Linnander on February 28, 2025.

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

The following Directors were present:

Sten Linnander, President

Stephen Davis, Secretary/Treasurer

Chris Davis, Director

With 3 directors present, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of February 9, 2024. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

Chris started the meeting by going over the Living Globes 2-year plan and making revisions based on feedback he had received from Stephen and Sten. He then submitted the revised document which was approved unanimously and was posted on the Living Globes website at

[https://livingglobes.org/wp-content/uploads/2025/03/Living-Globes-2-Year-Roadmap\\_20250316-1\\_.pdf](https://livingglobes.org/wp-content/uploads/2025/03/Living-Globes-2-Year-Roadmap_20250316-1_.pdf).

As part of the discussion of the 2-year plan, it became obvious that more discussion is needed now about the Preliminary Partner and Market Study, and Chris suggested that we should meet outside of a regular board meeting for a couple hours. That meeting was scheduled for Sunday, April 6<sup>th</sup>, 2025 at 2 PM EDT.

Stephen then asked for feedback about the existing website, and Sten commented that he wanted the Living Globe featured in the living room images to show both the sunlit side of the Earth AND the dark side of the Earth with the night lights, perhaps 1/3<sup>rd</sup> to 2/3<sup>rd</sup>s. Stephen said that we first need a jpg of the Earth that way, and Chris said that the original ChatGPT image was that way. He said he would email that image to Stephen and Stephen said he would try to incorporate it in the living room images, but with no guarantee.

Chris then asked what we plan to do with the email addresses we collect. Stephen responded that the first thing is to send them an ebook, then one month later send them an email asking them to write a book review, then another month later asking them to sign up to receive our new newsletter. Sten asked about the European restrictions on collecting emails, and Chris said that Mailerlite has taken care of all that since they are a Polish company.

Chris then suggested we add something on the website about asking for volunteers to help. There was some discussion about what kind of volunteer help we needed, and the consensus was that we need technical help

with the prototype, grant writers, fund raisers, and app writers. Stephen asked Chris and Sten to write up the volunteer descriptions since he was already overworked with the Google Ads grant.

Stephen then asked about the email he sent out concerning asking the NonProfit Marketing Immersion program that will assist us in creating Google Ads for free. After some discussion, it was agreed that Stephen should make the decision, but there was support for Stephen going ahead and placing the ads with his limited knowledge instead of waiting 4 weeks for NMI to come up with the keywords and campaign. Stephen then said that Google was supposed to approve our application for the grant within 3 days, which would have been last Thursday, but there was no word from Google, and Stephen didn't know whether that signaled a problem or not. He said that if he had not heard anything by Monday night, he would try to follow up.

Stephen then explained that he was not following up on the idea of creating a 30-second video based on the storyboard that ChatGPT came up with, mainly because he was initially excited about it when he thought we could use it in our Google ads. He has since learned that while video ads are fine for standard (paid) Google ads, they are not permitted with the non-profit Google Ads grant... only text ads.

Chris agreed that we shouldn't spend time on more videos at this stage.... We have enough videos and enough other work to do. However, Sten emphasized that a video clip of an astronaut looking at the Earth from the moon, and then having the Earth drop down onto a coffee table in a living room is an important and "very beautiful" thing that we should have.

Re: Getting out of Non-E plan: Sten updated his progress on learning storytelling; he's reading a book called "Talks like Ted," so his target #6 is in progress and about 30% done. For target #8, it is really not started, with Sten explaining that it's very expensive to hire a venue and do the advertising for a personal presentation. Stephen said he didn't think it would be valuable to do a presentation in Zurich that was focused on the Earth being alive and not the Living Globes.

Stephen then reminded Sten that he needs to come up with a step-by-step plan to produce a prototype for a Living Globe with targets and who is going to be working on each target, similar to the Getting Out of Non-E plan so that in each Board meeting, we can see how things are progressing toward that prototype.

Sten said, in reference to the prototype, it seems that it will be many years before micro-LED screens are available at an affordable price, even for TVs, the reason being that the robots that put the Micro-LEDs together are very expensive. Micro-LED screens in the long run will be very affordable, but not for years. Sten explained that there are alternatives for an LED sphere, such as Quantum.LEDs (or QDLEDs). He also said that the Toosen company in China that produce 12" and 16" sphered do not use Micro-LEDs, but regular LEDs.

Sten said that since Nikolai isn't answering his emails, and he really needs some technical help, he is considering asking Mike for advice.

Sten sent the board a suggested draft of his TedxTalk. Stephen promised to read it today or tomorrow.

Going back to the agenda item, “Podcast questions for Sten,” Stephen read a short list of questions he came up with that Sten might get while doing a podcast that he should write out his answers now, memorize them, and be prepared to recite them during a podcast. Stephen’s preliminary list was:

- Are living globes just a dream or for real?
- Who are you (Sten) and what are your credentials for doing this project?
- How did the project start?
- How do you know (or why do you think) the Earth is alive?

Chris said that if the question arises, “When can I get a Living Globe for my own home,” we should answer that it will be Q4 of 2026, which is what we decided at our special brainstorming session about the 2-Year Plan last Sunday.

Stephen said that that answer should include something like, “The date, of course, is dependent on us finding the money we need to produce these Living Globes, and what we really need is someone who really believes in this project and can finance it as a Benefactor.”

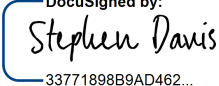
Stephen said that when we are ready to send our emails to get Sten invited to be on podcasts, he will consult with the Board about the title of the podcast and the sample questions to ask.

Stephen then talked about the Keywords for the Google Ads. Chris said he really liked the environmental keywords group that ChatGPT came up with.

Chris had to leave to meet the roofer.

The next meeting was set for April 13th, 2025.

Respectfully submitted,

DocuSigned by:  
  
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Stephen Davis, Secretary

Date \_\_ March 23, 2025 \_\_