

# Board of Directors Meeting Minutes

Date of meeting: April 13, 2025

Notice of this meeting was emailed by President Sten Linnander on April 6, 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 March 16, 2025. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

**1. Prototype Update (Sten Linnander)** Sten provided an update on the search for a viable globe prototype. He is awaiting a response from a contact in China who is exploring options for affordable, high-resolution LED globes. A prototype presented earlier was adequate for public display installations (e.g., tunnel-style exhibits), but resolution was not sufficient for home use. Cost per unit currently is about \$2,000 but could drop to below €1,000 with mass production.

Chris emphasized the need for a roadmap of deliverables and suggested creating a timeline with monthly goals through the end of the year. Sten agreed but stressed the need for a supplier before more concrete planning. Sten also discussed an idea for a darkened tunnel installation showing Earth in real-time at the city square in Constance, Germany. He believes it could be replicated in other cities and is exploring nonprofit status in Germany to aid fundraising.

Alternative display technologies such as OLEDs and liquid crystal displays were discussed. Sten reiterated challenges with bending such materials into spherical forms and cooling them effectively. Chris mentioned older projection-based globes as a reference point, noting their limitations and cost (about \$4,000-5,000).

**2. Cost Modeling and Financial Planning (Chris Davis)** Chris proposed developing a basic cost model and financial plan to help guide prototyping and eventual product pricing. He offered to lead this once they have more clarity on the cost of components. Stephen and Sten supported the idea.

**3. German Nonprofit and Trademark Issues (Sten Linnander)** Sten discussed challenges related to forming a German nonprofit, including potential trademark conflicts with an existing company called "Living Globe."

He has consulted a trademark lawyer and is considering alternate names such as "Lebendige Globen," "Digital Globen," or "Earth Live."

**4. Project Management Framework** Chris encouraged tracking progress on three fronts at each board meeting: (1) marketing, (2) prototype development, and (3) the "Getting Out of Non-Existence" campaign. Sten and Stephen agreed and plan to develop separate tracking documents for each initiative.

**5. Getting Out of Non-Existence Update (Stephen Davis)** Stephen reviewed the shared Excel plan and confirmed that most items remain unchanged since the last meeting. He marked the storytelling course as completed. Sten mentioned plans to begin reaching out to service clubs (e.g., Kiwanis, Lions) for speaking engagements before his upcoming travel.

**6. Podcast and Astronaut Outreach (Stephen Davis)** Stephen reiterated plans to start an LGS podcast and invite astronauts (especially those who've written books) to be guests. He emphasized that this could help secure high-profile allies and possibly board advisors. Sten shared that one astronaut who authored *The Home Planet* is supportive of the project, though not interested in board membership.

**7. Marketing Concepts and Partnerships (Sten Linnander)** Sten shared ideas for creative partnerships, such as offering discounted Living Globes to members of relevant organizations (e.g., Planetary Society, Association of Space Explorers). He referenced a 2007 document outlining similar concepts.

**8. Google Workspace Issues** The team discussed ongoing difficulties accessing Google Workspace. Chris and Sten successfully accessed Google for Nonprofits tools via their Gmail accounts after troubleshooting. Documents may be shared on Google Drive until full Workspace functionality is confirmed.

The next meeting was set for May 22nd, 2025.

This meeting was adjourned at 3:45 PM.

Respectfully submitted,

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Stephen Davis, Secretary

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