

# Board of Directors Meeting Minutes

Date of meeting: May 22, 2025

Notice of this meeting was emailed by Secretary Stephen Davis on Friday, May 16<sup>th</sup>, 2025.

The meeting was called to order at 2:10 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 April 13, 2025. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

## 1. Opening

President Sten Linnander called the meeting to order. The board reflected on the need to shift focus away from the underperforming Google Ads campaign and discussed alternate strategies to generate awareness and support.

## 2. Discontinuation of Google Ads Campaign

- Stephen reported dissatisfaction with the Google Ads process, including unhelpful support from the student volunteer group and misleading instructions.
- Although Stephen offered to personally fund a \$250 expert, it was agreed not to continue investing time or funds into Google Ads.
- The campaign was officially discontinued. The experience was considered a learning opportunity.

## 3. New Strategic Focus: Podcast Outreach

- Stephen proposed shifting efforts to booking Sten as a guest on relevant podcasts to reach a larger and more engaged audience at no cost.
- A mock podcast interview between Stephen and Sten is scheduled for Sunday, May 25.
- GPT-4 will assist in drafting podcast pitches and identifying opportunities.
- Stephen clarified a previous overestimation of listener statistics and emphasized using accurate metrics going forward.

## 4. Hardware and Imagery Strategy Update

- Sten updated the board on his recent efforts to contact NASA, NOAA, ESA, JAXA, and Planet Labs regarding access to satellite imagery.

- Only Planet Labs responded thus far; their images are updated hourly, not every 10 minutes.
- Sten is exploring assistance from a China-based contact on LED and holographic hardware solutions, with potential to import a prototype within financial constraints (equivalent to the cost of a new iPhone).
- There was discussion on whether a globe (LED or holographic) should remain constantly visible to reinforce the Overview Effect.
- The board agreed to prioritize compiling and blending satellite imagery into a usable composite image, independent of hardware readiness, to use in outreach and development.
- Stephen emphasized using the composite image set as a credibility asset rather than a product for sale.

## **5. Outreach to Potential Sponsors**

- Sten discussed the idea of contacting Al Gore, given his past support, but decided to wait until the Society has a prototype and imagery to present.

## **6. Free eBook Strategy Revisited**

- Stephen confirmed the website has been updated to remove the free ebook offer.
- The option remains open for Sten to offer the ebook during podcast interviews.
- The board agreed to monitor podcast responses before reconsidering broader ebook giveaways.

## **7. Back Cover Revision for Sten's Book**

- Stephen shared progress on redesigning the back cover of *\*The Earth Speaks\**, incorporating a review from Literary Titan.
- Recommendation: Have the same designer who created the front cover complete the back cover for consistency and print readiness.

## **8. Customer Point of View (POV) Exercise**

- Chris collected responses from Sten and Stephen regarding potential customer types and value perceptions.
- He will now synthesize the insights into a messaging framework to inform product design (e.g., use of sustainable materials), outreach strategies, and content creation.
- Discussion included identifying likely early adopters such as schools, hotels (e.g., Marriott), and media-rich venues.

## **9. Global Imagination video**

- Sten recommended reviewing a promotional video by Global Imagination, showcasing their use of globes in educational settings.
- Chris and Sten noted the difference between Global Imagination's projection-based model and LGS's proposed live-image LED or holographic display.

## **10. Future Meeting Technology**

- Due to persistent technical issues with Google Meet, Stephen requested that future board meetings use Microsoft Teams, managed by Chris.

The next meeting was set for June 19th, 2025.

This meeting was adjourned at 3:05 PM.

Respectfully submitted,

DocuSigned by:  
*Stephen Davis*  
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Stephen Davis, Secretary

Date \_\_ May 23, 2025 \_\_