



**Lowell Observatory Advisory Board  
Meeting of the Executive Committee**

**Tuesday October 11, 2016.**

**I. Welcome and Introductions**

The meeting was called to order by Chairman Michael Beckage at 10:05 a.m. Present were Executive Committee (EC) Members Robert Ayers (Secretary) (via phone), Drew Barringer (via phone), David Connell, Leo Crowley, John Giovale, Kent Robinson (via phone), Pamela Ross, Donna Weistrop, and Tom Ensign. John Radway, Michael Kitt, and David Schleicher attended as guests. Also present were Lisa Actor (Deputy Director for Development – DDD), Jeffrey Hall (ex-officio), Anne LaBruzzo (Deputy Director for Administration – DDA), and Lowell Putnam (Trustee). EC Members David Chase and James McCarthy were unable to attend. Mattie Harrington and Robert Ayers took meeting minutes.

**II. Minutes of Meeting on 02 June 2016**

An EC member noticed a one-word typo in the minutes. The minutes were approved as amended.

**III. Election of Officers**

A Motion was made and seconded for Michael Beckage and Robert Ayers to continue as the Chairman and Secretary, respectively, for the Executive Committee. Motion carried unanimously. Comment was made to the Committee that other members should consider stepping up to take on some of these types of roles to avoid people becoming overwhelmed or burned-out.

**IV. Millennium Fund**

Director Hall made a request for a total distribution of \$38k from the Millennium Fund as follows:

- \$20k for reconfiguration of the Discovery Channel Telescope (DCT) observer's area.
- \$15k to fund the 'Meet An Astronomer' Public Program where twice a week (Friday and Saturday) the public is invited to come to the Observatory and spend time with one of the Astronomers here at Lowell.
- \$3k to fund a website for information sharing on issues such as dark skies and electronic billboards. Contributing members include Lowell Observatory and a consortium of other observatories in Arizona.

A motion was made and seconded to approve the distribution and passed unanimously.

There was a brief discussion on whether or not to change the distribution approval process of the Millennium Fund to allow distributions without the approval of the Executive Committee. The conclusion of the discussion was to leave the distribution approval process as it is. If at some point in the future it becomes necessary to change the process for any reason, the discussion can be revisited at that time.

**V. Lowell Observatory Foundation Update**

David Connell discussed the role of Lowell Observatory's Foundation advising that on September 30<sup>th</sup> of each year the Foundation will calculate the distributable amounts to the Observatory to be disseminated in the following year. There was a question regarding how to handle 'undistributed' funds should the Observatory not request the entire amount available. The group discussed the issue and decided that a policy will be put in place should that situation ever occur.

**VI. Capital Campaign Update**

Lisa Actor gave an update on the campaign and the next steps going forward. A case study has been prepared and shared with some members of the Advisory Board; those members will be meeting with Jim Langley to discuss the viability of the case study. Lisa also discussed a 'matching' opportunity presented by John Radway for \$20k. Lisa gave a breakdown of funds received so far and the remaining amount due. There was a brief discussion regarding potential Development Department staffing requirements to support the campaign.

**VII. Marketing & Business Development Team**

Tom Ensign discussed Brand messaging and the 'Brand Promise' the marketing team created, as well as the priorities of the team. A draft Brand Promise statement was presented and discussed, and a decision was made to move forward with the Brand Promise stated as Follows: 'Access to Astronomical Discovery with Passionate Professionals'.

**VIII. Finance & Sustainability**

Jeff Hall gave an overview of the current financial situation of Lowell Observatory. We are entering a period where DCT-partner contributions are changing, the DCT loan is maturing, and the observatory's obligations are increasing. As a result, revenues, expenses, and the Lowell Trust need careful management to maintain good cash-flow and in-balance budgets.

**IX. Future Meetings, New Business**

The Chairman brought up the scheduling of the next meeting, Michael will send out a poll for dates available in the early part of December.

The meeting was adjourned at 12:05 p.m.