



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

Thursday March 28, 2019 9:30 a.m.

I. Welcome and Introductions

The meeting was called to order by Chairman Michael Beckage. Present were Executive Committee Members: Leo Crowley, Donna Weistrop, John Giovale, Kay Corbin, David Connell, Bob Ayers and Pam Ross (Secretary). Present on the phone were: Jim McCarthy, David Chase, and Tom Ensign. Also present were Lisa Actor (Deputy Director for Development – DDD), Stephen Riggs (Development Manager), Anne LaBruzzo (Deputy Director for Administration - DDA), Michael West (Deputy Director for Science - DDS), Samantha Gorney (Deputy Director for Outreach), Danielle Adams (Deputy Director for Marketing and Communications – DDMC), Jeffrey Hall (ex-officio), Lowell Putnam (Trustee) and Mattie Harrington. Kyle and Rachel Dilger, and Brooke Miner attended the meeting as guests.

II. Minutes of Meeting in December

The minutes for the meeting on December 14, 2018 were approved as corrected.

III. Millennium Fund Status and Payout Request

The Chairman reported that the balance of the fund was \$1,955,057 at the end of November 2018 and \$1,900,963 at the end of February 2019. \$77,576 is available for disbursement in 2019. The Director requested a disbursement of \$40,000 to support maintenance costs at DCT: \$20k to partially fund the cost of a new truck with plow, and \$20k to re-gravel the road to the DCT. The request was approved.

IV. Lowell Observatory Foundation Status

David Connell gave an update on the Foundation. The Foundation board has developed proposed messaging to potential donors as follows:

Lowell Observatory – Give directly to the Observatory when you want your gift to be accessible for the immediate operational or capital needs of the Observatory.

Percival Lowell Trust – Give to the Trust when you want your sizable gift to be used to address the current greatest areas of benefit to the Observatory.

Lowell Observatory Foundation – Give to the Foundation when you want your sizable gift to be used for permanent endowment or to meet specific long-term needs of the Observatory.

The proposed language was reviewed, and some minor changes were suggested. The goal of the Foundation is to reach twenty million in endowed/donated funds. The Foundation will transfer funds from the sale of the Blackett property to the Observatory.

V. Trustee 360 Survey

Pam Ross gave a brief update on the results of the 360 survey. Overall results were very positive. The Trustee and Director have met with Senior Staff to discuss the results and possible follow-up actions. The Trustee plans to hold meetings with the general staff in small groups to discuss results and actions. The Trustee will provide summary results of the Advisory and Foundation Board Surveys during the June 2019 Advisory Board meeting. He will then lead discussion at the Board executive session on how to use this data to make the Trustee and Boards collectively more effective.

VI. Percival Lowell Trust Status and Line of Credit

Lowell Putnam stated that after doing some research he decided to pay off the line of credit and DCT debt. This transaction means the trust will need to be built back up as soon as possible to make the corpus sustainable and able to make its planned payouts.

VII. Comprehensive Campaign Update

Lisa gave a brief update on the Capital Campaign and thanked the Executive Committee for its 100% engagement through planned giving. The capital campaign goal is to raise 35 million dollars (Capital Campaign and Foundation goal combined is 55 million). Lisa showed the new drawings for the ADC (Astronomy Discovery Center) and talked about the remaining naming opportunities for the GODO (Giovale Open Deck Observatory). There are several large asks that are awaiting a response, and the answers should be forth-coming soon. The open house for GODO is set for September 14, 2019.

VIII. Marketing and Communications Update

Danielle Adams talked about the new marketing logo for the 125th Anniversary of Lowell Observatory. The Q2 2019 focus will be to garner media attention for the 125th anniversary and lunar legacy celebrations, and to develop a strategic marketing plan including the brand story. There are plans for a new POS (Point of Sale) system which will allow tickets to be purchased online. Changes are being made to the website and they are working on stewardship for members.

IX. ADC Business Model & Sustainability Revisions

Director Hall discussed the sustainability projections and strategy to maintain control of expenses through 2020. Included in the strategy are targets for new contracts, building membership, monetizing the LOCKs (Lowell Observatory Curriculum for Kids) program, increasing DCT partnerships, and forming agreements with local events like the Shakespeare Festival. There is also intent to sell the inherited property next to the Happy Jack site.

X. Discussion

The next Executive Committee meeting will be held on Thursday, June 6, 2019. The meeting was adjourned at 12:30 p.m.