



1400 West Mars Hill Road Flagstaff, Arizona 86001-4499 USA  
(928) 774-3358 Fax (928) 774-6296 [www.lowell.edu](http://www.lowell.edu)

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

**Thursday September 13, 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, Tom Ensign, and Pam Ross (Secretary). Present by phone were David Chase, Jim McCarthy and Joe Marcus (Putnam Collection Center Committee Chairman). Also present in person 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), Danielle Adams (Deputy Director for Marketing and Communications – DDMC), Kyler Kuehn (Deputy Director for Technology – DDT), Steven Brown (Lowell Observatory Foundation Trustee), Bridget Spanier-Beckage (guest), Director Jeffrey Hall (ex-officio) and Lowell Putnam (Trustee).

**II. Minutes of Meeting on 6 June 2019**

The minutes were approved as presented.

**III. Election of Officers**

Michael Beckage announced that he and Pam Ross accepted nominations for Chairperson and Secretary. He asked for other nominations for the positions. No other nominations were offered, and a motion was made and approved to elect both Michael and Pam for another term in their respective positions.

**IV. Millennium Fund Status**

Chairman Beckage reported the balance of the Millennium Fund at the end of August 2019 was \$1,979,747. \$51,300 has been disbursed this year to date and there are no new requests for new disbursements at this time. He reminded the committee that a total of \$77,576 is available for disbursement from the Millennium Fund in 2019.

**V. Percival Lowell Trust Status and Line of Credit**

The current balance of the Percival Lowell Trust is \$15+ Million. If the LOC balance falls below \$5.1 M, the amount below that would show as debt. The Trustee noted that Congress will consider several land bills and we are hoping the bill granting permanent ownership of Section 17 will be approved alongside other land bills.

**VI. Lowell Observatory Foundation (LOF) Status**

David Connell (LOF Chairman) was not able to attend the meeting. Lisa Actor gave a brief report on his behalf, stating that the balance in the Foundation at the end of August 2019 was \$5.6 M. The LOF anticipates receiving significant new funds from an estate gift.

**VII. Director's Report: Sustainability status & strategy**

Director Hall reported that changes will be made to Human Resources procedures to ensure adequate conflict resolution, reporting structure, and handling of performance reviews.

A plan is in process to create both culture and wellness committees.

New profit centers have been identified for sustainability to address ORBITS (formerly LOCKS).

New consideration is being given regarding how to best work with Tour Groups, Wedding parties & other events wishing to use Mars Hill as a venue.

**VIII. Comprehensive Campaign Update**

Lisa Actor reported that there will be approximately 250 guests for the dedication of the GODO on Saturday September 14. There have been over 200 gifts for the project totaling \$4.4 M.

Over the past two years, \$5.5 M in capital improvements have been implemented on the Lowell campus. \$17.6 M were raised in 2019 to date.

There is a preliminary plan to put a columbarium on Mars Hill. More detail will be provided as the project moves forward.

**IX. Marketing and Communications Update**

Danielle Adams reported on the metrics for monthly visitation, gross sales in the gift shop, and guest experience surveys. A new Observatory website is being developed with completion targeted for spring 2020. Admissions pricing will be increased on October 6, 2019. There is a new website for purchasing admissions online.

The new branding for the GODO is "Stargazing reimagined". The "I Heart Pluto" festival will take place on February 15, 2020 with re-opened exhibits and a talk by Alan Stern.

Discovery personnel visited August 4th and 5th. They expressed new interest in promoting Lowell research, outreach, and the DCT Gallery Images.

**X. M.A.R.S. Update**

Tom Ensign reported on the newly formed Marketing and Revenue Strategy committee (MARS), which will provide general support for the DD of Marketing and Communication, business development for ORBITS, new membership recruitment and retention input, and strategic pricing recommendations. The team members have not yet been selected but must have experience / interest in business development.

**XI. Advisory Board Database**

Donna Weistrop presented current information on the membership of the Advisory Board. A committee will be formed to determine how to refine and use that data going forward, being mindful of the goal of attracting new advisory board members from diverse backgrounds.

**XII. Putnam Collections Center (PCC) Report**

Joe Marcus reported on current activities at the PCC with special focus on the Carl Lampland Exhibit. He will submit a proposal for digitizing Lampland's Radiometry Logbooks. Mr. Marcus gave a presentation on the technology behind Lampland's work and rationale for digitizing the logbooks. The information would be placed on the Lowell website and thus available to researchers. More information will be shared as the project progresses.

**XIII. Review Meeting Calendar, Other Business**

The Investment Committee meeting will take place at the Wigwam Resort in Phoenix January 26-28, 2020. The group discussed the idea of holding the winter EC meeting to coincide with the Investment Committee meeting in Phoenix. It was decided that the next Executive Committee Meeting will be held on Sunday January 26, 2020 immediately preceding the Investment Committee Meeting. The LOF Board will meet on January 28, 2020 following the Investment Committee meeting.

Chairman Beckage encouraged all to attend the GODO Dedication starting at 5:30 on Saturday, September 14.

The meeting was adjourned at 12:30 pm.