

SJAA Board Meeting Minutes

13 July 2024

In-person Meeting at Houge Park + 3 online on Google Meet

1. Call to order

- Time: 6:08pm
- Taking of attendance:
 - **Present:** Swami Nigam (Secretary, Director 5), Rob Jaworski (Treasurer, Director 6), Vini Carter (Director 1), Radhika Gupta (Director 2, remote), Wolf Witt (Director 4), Glenn Newell (Director 8, remote), Marianne Damon (Director 9, remote)
 - **Absent:** Aroon Nair (President), Ken Miura (Director 3, proxy given to Marianne), Peter Melhus (Director 7, proxy given to Marianne)
 - **Recognition of guests:** Carl S, Larry Z, Andres Garcia, Sandra Martinez
- Introductions: None

2. Consent Calendar

A. Items requiring Board Vote

- ☐ **Meeting minutes from last meeting:**
[2024-06-22 Board Meeting Minutes](#)

Motion: Marianne made a motion to approve last meeting's minutes, Vini seconded. All approved, no abstentions or objections. Motion carried.

- ☐ **Membership** (Kaushal Gangakhedkar)
As of 07/07/24, SJAA has a total of 374 active members, 1 less than last month's report.

Summary:

- 374 total active members

June '24

- 28 members (new & return) renewed of which 9 were new members, and rest were returning members
- 12 members failed to renew

July '24

- 8 members have joined/renewed so far, of which 2 were new members so far this month
- 25 memberships are set to expire at the end of this month

A link to the list of new/renewing members as well as expired memberships will be provided to the board the day of the board meeting.

Motion: Rob made a motion to approve the new/renewing members in this report, Swami seconded. All approved, no abstentions or objections. Motion carried.

- ☐ **Reimbursement Requests:**
None

B. Reports

B.1 Club Operations

- ❑ **Treasurer** (Rob Jaworski)
The Treasurer's report has been sent to the Board.

- ❑ **Social Media** (Beth Johnson)
No report received.

Board Discussion: A few folks have volunteered to attend various SJAA events and generate content for social media, but none of them has showed up to any event so far. Since Aroon has been the primary point of contact with them, and he is not in attendance today, we should defer this discussion to when he's available and explore what is the plan to address this. Meanwhile, Beth has indicated that she is happy to continue in her role as the Social Media Director and will continue to post on social media as and when appropriate.

- ❑ **Compliance** (Rob Jaworski) - **SJAA COMPLIANCE CALENDAR 2024**
Status as of July 13, 2024:
No report received.

Board Discussion: Rob has sent FTB our financial statement as well as a statement that we don't have records going back to the time for what they had asked for. This was sent by certified mail, and we have confirmation that it has been delivered. Our fiscal year ended at the end of June, so now we will start working on the financial report for the last FY.

B.2 Member Programs

- ❑ **Astronomy 101** (Carl-Erik Svensson)
This month (July), Wolf is handling the intro talk at tonight's ITSP event, because Carl is out of town. On July 23rd, we will have another Beginner's Astronomy Forum online. Only two members of the public are signed up for this right now, and we had previously considered advertising this event on various Astro forums, so I will probably make some announcements on forums where I am already active: Cloudy Nights and NINA discord.

Carl will open up Hogue Park for the August ITSP on August 2nd, and give the intro talk. Carl received a key from Rob, which formerly belonged to Sukhada.

- ❑ **Binocular Stargazing** (Ed Wong)
The Binocular Stargazing Program has its second session for 2024 on Sat. June 29. The event was held at Coyote Valley OSP. We had 5 astronomers presenting and about 50 guests from the public attending.

It was a good session, with very positive reactions from the guests, many of them said they did not know they could see so many space objects with just their binoculars. Our last session of the year will be on July 27 at Coyote Valley OSP.

- ❑ **Donations** (Rich Gregor)
Donations have slowed a bit - hot weather, vacation travel, who knows?

Glenn has shared an image taken with a recently donated scope - please search the Astrolmaging list if you haven't seen it yet.

Update tracking spreadsheet will be uploaded to the public drive before the board meeting.

- ❑ **FixIt** (Larry Zurbrick)

The next Fix It Program is scheduled for Sunday, July 14th (rescheduled from July 7th to coincide with the Loaner program date). There currently are two (2) signups for the session.

❑ **Guest Speakers** (Leo Lipkin)

No report received.

Board discussion: We haven't had a speaker in the June and July meetings, and there is no indication we have any lined up for the future. There is no communication from the speaker chair, and no monthly reports. This is unfortunate since the speaker talks are one of the most popular SJAA events and it reflects badly on the club to go many months without any talk. The speaker chair needs to be informed that this activity needs to continue and if he is unable to do this, then we need to find someone else to take this on..

Action Item: Rob will discuss with Leo on how to proceed forward with the speaker program if Leo is not able to fulfill his commitment.

❑ **Imaging Clinics/Workshops** (Glenn Newell)

In June I adopted a donation for the program. An Orion Eon 115mm Triplet Apo scope with field flattener.

I was able to easily automate the stock focuser without any modifications and used it to take this image (10 hours total from Union City):



All the other bits, used for this (shown in the pic), are Club owned, except of course the big RC and mount it's riding on for the test.



Speaking of mounts:

1) I have too many SJAA mounts (and possible scopes) here in Union City and want to check if any would be of use in other programs or should be sold, etc.

Mounts:

Orion Atlas

Orion Sirius

*Celestron CGEM

Scopes:

Meed 8" RC

*10" TPO RC

*Vixen 140mm neo achromat

8" TPO RC

*Either the 10" RC or the 140mm Vixen would be good scopes to set up remotely from a roll off roof at Tilton Ranch, Possibly on the CGEM (Long shot at this point I guess).

2) In order to keep the Rig I use at public events relevant to what people might be buying / using in 2024 and on, I want to get a Harmonic Mount that can run a Rig Sans Counter Weights. I'm thinking a ZWO AM5N, cost is \$2.3K, with tripod, however a better tripod would probably be an option to look into but most recommended are in the same \$350-ish price range.



Imaging SIG (Hy Murveit)

We had a successful Imaging SIG meeting the evening of June 4 (over Zoom). [Actually that meeting was described in my last board meeting report, as the imaging meeting was held earlier in the month than usual due to the speaker's constraints.] There were 36 attendees (48 RSVPs). Member Rich Klein hosted a panel of 14 speakers (5 minutes each) in a talk entitled SJAA at the Eclipse!. The video was recorded and is now available on YouTube at <https://youtu.be/geJVN7vBn-I> As always watch our playlist inside SJAA's YouTube channel:

<https://www.youtube.com/playlist?list=PLY8iC73LB7QHILCyxRyHRaXMOOIUcmwzM>

Our next meeting is planned for July 16 at 7:30pm. Guest Akarsh Simha will be presenting a talk entitled "Relativity & Cosmology for Astro-Imagers, Part 1" speaking about special and general relativity. He will complete the series in September. The Meetup page is

<https://www.meetup.com/sj-astronomy/events/296146509> and the Zoom link will be <redacted>



In Town Star Party - ITSP (Muditha Kanchana aka "Kanch")

Past ITSPs : 7/5

We had a great event. 30+ signups & likely ~50 attendees. ~8 volunteers with 6 stations. Signups and attendance was less than half compared to the same time a year back.

Cordoned off areas continue to be a burden to our events. Hoping that this construction ends soon.

Nearby school lights were on again during the event. This is despite the Cambrian school district responding a few days prior to the event with the intention of turning off lights.

Will continue to reach out to them to get a resolution to this.

Next ITSPs : 8/2 @8:45pm

Need event lead open/close person as I will be out of town that Friday.

Carl S. volunteered to be the event master. This will be Carl's first time at ITSP volunteering & it seems that next event might not have the folks who know the cleanup/closing procedures.

Still seeking someone who is familiar with HP closing procedures to help Carl.

Board discussion: Is there any plan to turn off or cover the lights on the school buildings. We no longer have the keys to access the school compound, so we cannot do anything about the lights. George Voon has offered to work on it. Kanch is continuing to email them, but getting no replies, Maybe Kanch can add Rob to the email thread. Covering the lights up is a no-go, so let's pursue the option of getting them to turn the lights off at specified times.

❑ **Library** (David Kershaw)

- Received a donation of 8 recent Sky and Telescope. A few loose journal boxes would be good to hold things like this.
- While the space is limited in the book cabinet we could keep the most recent 2-3 years of some popular journals like Sky and Telescope.
- We could get something like this
https://www.staples.com/bankers-box-12-x-4-25-x-9-63-cardboard-magazine-file-woodgrain-white-each-07223/product_513168

Board discussion: David has purchased a couple of these banker boxes, they cost less than \$20. He will submit receipts for reimbursement.

❑ **Loaner** (Kanch)

Past Loaner Events :

Schedule didn't have a loaner day since the last board meeting. Last event was on 6/2

Next Loaner Day:

7/14

❑ **Mendoza Ranch** (Vacant)

No report received.

❑ **QuickSTART** (Jonathan Lawton)

Quick Start was held on June 17th with three participants at Houge Park. There were two field training sessions this time, both at RCDO member observing nights (thanks to Joe Fragola for facilitating), on 6/28 and 7/1.

Next session will be in September.

❑ **School Star Party** (Jon Anderson)

The SSP Program continues to be on hiatus. We are currently replenishing our excitement, awe & wonder of this amazing space we live in.

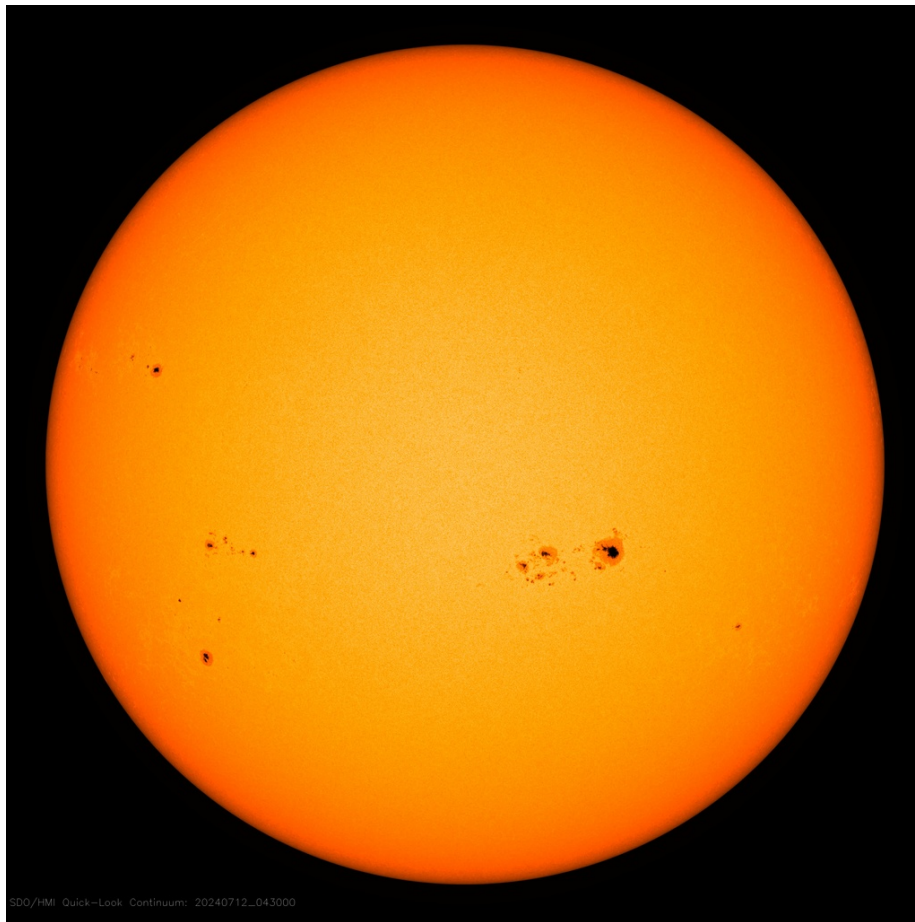
Board discussion: Marianne informed the board that our SSP chair, Jon Anderson, was honored by Fremont PTA. She will get the specific details and share with the board. This can be put into Ephemeris and social media posts.

❑ **Solar** (Wolf Witt)

Because to the relative timings of Solar Sunday and board meetings, we have not had a solar event since the last board meeting. The next one will be on the 14, the day after the board meeting. But the main event of July will be Splashdown 55, where SJAA will bring solar astronomy to the USS Hornet, for an event celebrating the 55th anniversary of the Moon landing. See

<https://uss-hornet.org/calendar/splashdown-55-apollo-11-anniversary>

Also, go find the solar filter for your telescope, and take a look at the Sun. The current NASA SDO image (below) shows some nice spots!



☐ **Starry Nights** (Joe Fragola)

We held our latest Starry Nights star party on Saturday, June 29. The 2-hour event started at 9:30 pm and was conducted at Rancho Canada del Oro Open Space Preserve. We had 9 SJAA volunteers supporting this star party. We have picked up a new volunteer. He set up a video camera on his Celestron 8 to capture an occultation of a star by the small asteroid (25049) Christofnorn.

The OSA reported the attendance total was 90 people. There were an additional 78 people on the Meetup Wait List.

The next Starry Nights star party is scheduled for July 27 at Rancho Canada del Oro OSP. This date will coincide again with the next Binocular Stargazing outing, so our SJAA volunteers will be spread across two public events. The “Call for Volunteers” E-mail for supporting the next Starry Nights star party will be sent out by July 19.

☐ **Volunteer Coordinator** (Nancy Lieu)

One new member expressed interest in volunteering in the Solar and ITSP programs. Informed both Solar and ITSP program leads regarding this.

C. Other informational items

- ❑ **Ongoing relationship SJAA and the City of San Jose, Parks Department** (Rob Jaworski, Marianne Damon, Renuka Veeraswami)
Placeholder item to discuss any issues, actions, or logistics pertaining to SJAA's relationship with the City.

Current status:

- Rob, Marianne, and Renuka were present for the site visit by PRNS on June 24. They reviewed our organizational structure and were pleased that we reach out to the neighborhood. From our data collection they want to know how many unduplicated people we serve, both within each month and on an annual count. Up until now, we have not reported this. Now it is a mandate. Marianne agreed to provide the data for the past six months via a tedious but doable search of the paper documents. In the meantime, we are working on a way to transition paper sign-in sheets and satisfaction surveys over to QR phone entry with data going into a database. We will probably collect information similar to our current sheets. Renuka continues to enter calendar events and stats for events that have been held. Thank you to all Leads for completing sign-in sheets and satisfaction surveys. The PRNS staff were impressed with our very positive results.
- Earlier in January, the PRNS team requested a 'due diligence' submission of a handful of documents. Our submission was reviewed and comments and clarifications were provided; we are awaiting response to questions about the sexual conduct insurance from our agent. Update is that the coverage should be either \$290 or \$700, depending on if you follow what the agent said in an email or the insurance offer in the file attached to the email.
- Insurance: From the compliance report: Quote came in at \$700 annually, but it will be prorated for the rest of the term (less than \$300 through about August 2024); we have sent a copy of our draft Protection of Minors policy to see if that will suffice for the 'training' that is needed per the policy; their reply is that it looks good and we just need to complete it, with an emphasis on the missing data as to *how* the reporting will take place; currently, there is a key missing piece. Marianne and Rob have revised the policy draft and have sent it to Board members who have been asked to review it prior to tonight. It is ready to be discussed and, if agreed upon, adopted.

- ❑ **Report of the 24" Dob Task Force** (Peter Melhus, Rob Jaworski, Vini Carter, Marianne Damon, Leslie Carter, Rich Gregor)

Objective of the SJAA's 24" Dob Task Force is to determine how to make best use of the 24" Dob in the club's possession. This includes ensuring the scope is in a usable condition, and putting together a proposal on how to use it and where to store it.

Action Item from last meeting: Once a grant application is received, the task force will explore applying.
Current status: The status remains the same as the last several months. We have gotten assurances that things will start moving again soon.

Update from Nancy: Teri Rogoway indicated that it would be a good next step to have a meeting with her boss, Derek Newmann, at Tilton Ranch so the 24" Dob task force would have an opportunity to present the housing plan. She will let us know Derek's availability for the meeting.

Some possible meeting times:

Tuesday 8/6 at 9-11am

Friday 8/9 at 9-10 or 2-4pm

- ❑ **Increasing Collaboration with OSA** (Nancy Lieu)
Continue collaboration with OSA on the current fronts and increase it further.

Current status: Teri was out on family leave. She is scheduled to resume the "24" Housing" project at the end of this month.

3. **Upcoming Key Events**

A. July 20, 2024: Splashdown 55 Apollo 11 Anniversary (Wolf Witt)
[Splashdown 55 Apollo 11 Anniversary - USS Hornet Museum \(uss-hornet.org\)](https://uss-hornet.org)

Action Item from last meeting: Wolf will collect names of volunteers for the USS Hornet Splashdown event, and reach out to the organizers.

Current status: Wolf has been corresponding with the organizer and volunteers, and things are coming together. We need to get there by 8am for setup. A session with volunteers is scheduled for Tuesday evening, to plan and coordinate. Do we want the Game wheel station - it requires constant attention so it depends on whether we have enough volunteers to dedicate a couple exclusively to it. We found the SJAA banner and will take it with us. They are expecting nearly a thousand people. There will be other activities on the flight deck, apart from SJAA.

Board Discussion: Since we need to be there by 8am, we should load up on Friday evening.

Budget for Splashdown Signs (Carl Svensson)

Printing for 6 single sided signs for \$150 (or double sided for \$224) and if we needed 6 wire frames for them, then that's \$390, for a total of \$540 (\$641 for double sided) for everything.

Board discussion: Most of these signs are generic that can be reused for other events too, and some will be specific to solar events. It is okay to spend a little amount of money on one-off signs for a specific event, but most of it should go towards reusable signs.

Motion: Wolf made a motion to approve an amount of up to \$700 for the signs as described above by Carl. Rob seconded. All approved, no abstentions or objections. Motion carried.

Budget for tents (Wolf Witt)

SJAA used to have a couple of tents for outdoor events but they seem to have disappeared. Can we buy a new one, plus sandbags to secure the tent? Requesting \$200 for buying a tent.

Motion: Wolf made a motion to approve an amount of up to \$200 to buy outdoor tents, including sandbags, for outdoor events. Rob seconded. All approved, no abstentions or objections. Motion carried.

B. September 15, 2024: Swap Meet (Rob Jaworski)

More than one or two members inquired about having a swap meet. We may want to consider holding one this year.

Action item from last meeting: Ken and Rob to continue planning for the Swap Meet.

Current status: Board needs to at least informally agree that the swap meet organization/team will be a "committee of one (or two)" so as to not make the organizing efforts burdensome and overly bureaucratic. Otherwise, no update since the last board meeting. Since the last board meeting (May 2024), Rob made some recommendations for the date (15 Sept 2024) and format of the swap meet via email to Ken and Swami.

Board Discussion: No new updates. Tom Duncan has indicated he will be there, and offered to show up early to help setup. Announcements should go to SJAA members and TAC, but not to Meetup.

Action item: Ken and Rob to continue planning for the Swap Meet.

C. November 16, 2024: Celebrating 70 Years Potluck (Marianne Damon)

I propose we celebrate our 70 years of history since founding on Nov. 8, 1954 by hosting a pot-luck dinner after the Board meeting on either November 16 or December 14.

Action Item from last meeting: Marianne to coordinate the pot luck dinner for Nov 16 celebration.

Current status: Planning is underway. A save-the-date will go out to all members in September and a pot-luck sign-up will go out in October (unless we want to provide food?)

Board Discussion: Do want to do a potluck, or should we have food brought in since this is a special event. Catering would make it special since this is a special event, but it is more complicated to manage since it requires a headcount. Easy for people to RSVP for free events and not show up. Maybe we can do a combination - pot luck dinner plus catered dessert and cake?

Action Item: Marianne to coordinate the pot luck dinner for Nov 16 celebration.

4. Time-sensitive Topics

A. **Minors policy and Fingerprinting/Background Checks** (Wolf Witt)

SJAA needs to have a Minors Policy in place that describes how SJAA deals with matters concerning minors attending SJAA events. Also, at least a few program leads/managers will need to go through the fingerprinting and background checks process to satisfy the city's requirements.

Action Item from last meeting: Rob will call a meeting of the committee to make progress on the policy draft and run it by Richie.

Current status: Please see the section above about insurance from our agent. We may want to just go that route rather than waiting for AYS. The following is still valid: there has been no contract provided by AYS to SJAA as of yet. In our filings with the City's PRNS staff, we maintain the position that we do not interact with minors or other vulnerable populations, and therefore are generally excused from their 'attestation' requirements. Update: Rob sent a reminder to AYS but this time, no response. That's essentially no update, then.

Update: We will sync up offline with Richie once Peter is back in town since Richie's schedule does not permit him to meet on a video call.

Board discussion: The task force has put together a draft of the policy which Rob sent to the board for feedback. We pulled up the policy on the screen and skimmed through it, Rob described some of the key updates. Once the policy is adopted by the board, we will send it to the insurance company, and also get everybody to sign it, similar to the Code of Conduct

Action item: Rob will send the approved policy to insurance, Swami will send to the leaders to sign

Motion: Rob made a motion to approve the Protection of Minors policy as currently written up, Marianne seconded. All but one approved, Vini abstained. Motion carried. The Protection of Minors policy has been formally adopted by SJAA as of July 13, 2023.

B. **Recruiting for Open Positions** - (Swami Nigam)

Every now and then we have open leadership/chair positions. There is no formal process for recruiting for those positions defined in the bylaws. It will be good to put together a process for publicizing such open positions and recruiting for them. A related item is to define an "onboarding process" for all new personnel and document it.

Relevant Past Notes:

[Chris] I think an open question is if we are making the process of onboarding new leaders welcoming as is appropriate for a volunteer org. Things that I perceive we might want to do are:

- Write down key info about each role. Not just the "job description" but also passwords, procedures, key members to look to for advice.
- We need to come together as officers and board members to support new leaders during their onboarding process.

- We could assign a mentor which could be the prior leader in that role or just someone else in the leadership team who can be there to support the new leader through onboarding and make sure they don't feel intimidated by the expectations.
- We can proactively create a more welcoming culture. It is true that program leaders need to "step up" and "own" the role .. but we can also be understanding that folks are volunteers and during the time transitioning into a new role they are naturally going to have lots of questions and may not completely fulfill role expectations.

Action Item from last meeting:

- Marianne to contact Sue Piccardo to follow up.
- Swami will start a document on the onboarding process.

Current status:

- Open positions:
 - Mendoza Ranch Chair
 - Marianne has contacted the Piccardos and has forwarded them the four relevant documents. They are looking them over and will be in touch if they have any questions or a decision. They have been invited to the next Board meeting. Just now: they have declined taking on this job but have indicated an interest in learning more about our activities and perhaps be more involved in the future.
 - **Board discussion:** For Piccardos to get to experience these events, we first need to find somebody to run the program for now. Someone should put a blurb to members and in Ephemeris.
 - **Action Item:** Rob will write up a blurb to send to SJAA members and to put in Ephemeris.
 - President, after September 2024
 - Vice President
 - Need to start the search for President. Ideally, we should also find a VP. If we can fill either of these positions for the remainder of the term, that will be great.
 - **Board discussion:** If anybody present would like to step up to either of these positions or has any suggestion, please contact either Rob or Swami. Some of us have a few ideas in mind and will initiate discussions with the relevant folks.
 - **Action Item:** Rob & Swami will reach out to a few other people to discuss the possibilities.

C. Outreach requests - (Swami Nigam)

We are beginning to get many outreach requests. Sometimes, somebody from the board will respond, but often nobody does. We ought to define a procedure for responding to the outreach requests.

Action item from last meeting: Swami to update the outreach form to email AskSJAA instead of the board.

Current status: There seems to be some disconnect about what is required to be done. Also, the scope has increased from handling outreach requests to also responding to asksjaa emails. Need a clear understanding of the scope and expected actions. Holding off on the action item from the last meeting until we reach a common understanding on this topic.

Board discussion: Swami explained the relevant differences between Outreach requests and emails to AskSJAA email address. The AskSJAA emails typically require a quick response and are mostly answered by the board members, with very rare instances when an email went unanswered. However, the Outreach requests have often gone unanswered since there was no assigned person to respond. The urgent need is to have someone assigned to responding to Outreach requests and managing the ask. We

currently don't have an urgent issue with AskSJAA emails. Radhika reiterated that she is willing to take ownership of responding to Outreach emails.

Action item: None

5. General Topics (Not time-sensitive)

A. **Simplified A/V setup for Houge Park** - (Aroon Nair)

We need a practical, simple to use, A/V setup for guest speaker presentations. Also, it would be good to have a workable solution for folks to join board meetings remotely.

Action item from last meeting: None. Waiting to receive the ordered mics.

Current status: Mics have arrived - one handheld and one Levalier.

Board discussion: Did not get the over-the-head type of mic, but Vini has a few of his own that he can bring in if ever needed.

Action item: None

B. **Getting the house in order** - (Swami Nigam)

Quick discussion on the list of items I emailed out to the board which need attention to streamline the club operations (following categories):

- Website Cleanup & Redesign
- Membership Management
- Position holders (Officers, Directors, Program leaders, etc) actions
- Board level activities
- Google Drive cleanup
- Volunteer engagement

Action item from last meeting: Swami will prepare an actionable plan for the housekeeping items and share with the board to identify owners of each action.

Current status: Actionable plan draft is in progress and will be shared with the board soon.

Board discussion: Deferred to next meeting

Action item: Swami will prepare an actionable plan for the housekeeping items and share with the board to identify owners of each action.

C. **Cleaning up of active members list** - (Swami Nigam)

The members@sjaa group and the membership list need to be kept in sync, but they often fall out of sync. Currently, the membership list only has less than 400 members but the members@sjaa group has 630 members! We need to sync up the two, and also put a policy in place to keep these in sync.

Action item from last meeting: Swami and Jonathan will work on a proposal. Swami and Rob will explore what NSN offers for membership management.

Current status: Swami and Jonathan have connected, and are putting together a proposal for managing certain aspects of memberships. No progress last month

Board discussion: Deferred to next meeting

Action item: Swami and Jonathan will work on a proposal. Swami and Rob will explore what NSN offers for membership management.

D. SJAA member ID request - (Muditha Kanchana)

Please consider adding a member ID to our member list. We have been using the members database to query active membership for gear loaning. It is much easier to manually and auto check with a member ID. This can be just used for SJAA administrative purposes or you can even let each member know their ID so they can use it for communication with SJAA.

Current Status: No specific action item was determined at the last meeting. We need to assign some person / volunteer to dig into the details of the issue faced by Kanch, and propose a solution that aligns with our membership management strategy.

Board discussion: Deferred to next meeting

Action item:

E. Certificate of Appreciation- (Marianne Damon)

I propose we adopt a Certificate of Appreciation to be given to officers, board members, and program leads when they step down. If we want to do this, then should the current president or secretary prepare them? Only cost would be the certificate paper. Time to prepare one, estimate 15 minutes or less. I have mocked up a draft with wording; perhaps add our logo?

Action item from last meeting: Swami will look into the awards template and propose a template with the SJAA logo.

Current Status: Swami has drafted a template with our logo and Marianne has shared it with the Board. Suggest adopting it pending approval.

Board discussion: The board was okay with the updated template. Certificates can be created and presented to the position holders who are stepping down from their current positions.

Action item: Marianne to create the required certificates from the approved template.

F. NEW: Logo Updates and Variations - (Carl Svensson) - 10 mins

I have some proposals for an updated logo, a 70-year anniversary logo, and a solar variant logo (see email). As I work on The Ephemeris and look to create more graphics for the newsletter and the organization as a whole, I thought the logo could benefit from a few small tweaks to make it stand out a bit more and look a bit more modern. It features the same design with bolder lines and colors, and a bolder font. The 70-year logo has a banner that highlights the 70-year anniversary, as well as the founding year of the club. The solar variant features alternate colors to emphasize daylight instead of evening light, and the “yellow” sun.

I offer these up as my humble interpretation of the club’s already excellent logos. I think it is fairly common for organizations to have slight variations on their logos to emphasize different programs or just to add some variety while still maintaining a consistent branding. I would love to keep working on these and making various graphics for the organization.

Board discussion: Deferred to next meeting

Action item:

G. NEW: Apparel - (Carl Svensson) - 10 mins

I noticed the process for ordering apparel on the website is to download the logo and then each individual goes to a print shop of their choice, uploads the logo, and orders the item they want. This has the advantage that a person can get exactly the item that they want, but it has a few downsides: it is a lengthy process that may turn people off from getting the apparel they want, the products can’t be shared or reused, the quality of the products will vary, and perhaps most importantly, we don’t control how our logo

gets used (our brand). By providing high resolution versions of our logo to the public, we run the risk of having that image used in ways that look official but don't actually come from the club. In the worst case, the image could be used to make a statement that we don't agree with.

As an alternative, I propose that we remove the links to our full resolution logo image from the website, and replace them with links to actual products that are ready to order. There are many ways to achieve this, but here is an example one service we can use to create products and share them with the public. They can order directly from the site without any financial or logistical obligation on our part. Customers will get their product in the mail in a timely fashion, just like any other online shopping experience. Here are a couple examples

<https://www.printful.com/product-template/72157453/f37f6dfb08e374fc7f248487956648ae>

<https://www.printful.com/product-template/72280040/8578cb211bc5c7f68ed6b7d3e079efc5>

We can provide links like this for all kinds of products, and they will be nicely designed and ready to order. My wife and I ordered one of the above shirts as a test, and it arrived within a week and looks great. They have many different types of shirts (and hats, jackets, sweaters, totes, etc), and we can order several kinds and compare the look and feel before offering a product to the public. If we wanted, we could also turn this into an online store front, where we add some markup to the price and collect proceeds from the sales. This is not necessary, but it could be a source of revenue for the club.

Board discussion: Deferred to next meeting

Action item:

5. Other Open Action Items from the past

6. Next Board Meeting

August 17, 2024 at 6 pm

7. Adjourn

Motion: Rob made a motion to adjourn, Vini seconded, all approved. No abstentions or objections. Meeting adjourned at 7:35 pm