

Denver Astronomical Society
Minutes of November 22, 2013 E-Board Meeting

Officers Present:

President	Ron Hranac	Vice President	Lisa Judd
Secretary	Dena McClung	Treasurer	Brad Gilman

Board Members Present:

Johnny Barela	Jack Eastman	Joe Gafford	Digby Kirby
Scott Leach	Ed Scholes	Dan Wray	
Ron Pearson, Immediate Past President			

Absent:

Chuck Habenicht

Observatory Representative:

Aaron Reid

Other Members and Guests:

Hugh Davidson, Volunteer Coordinator	Greg Marino, Yahoo Listserv Administrator
Jeff Tropeano, Social Media	Dennis Cochran Eileen Barela

The meeting was called to order with a quorum present at 7:30 p.m.

The Previous Meeting's Minutes were read, amended and approved.

Chamberlin Business: The University of Denver has declined our request for an AED, since Campus Security and the fire department can respond quickly. The parking lot adjacent to Olin Hall will close in January. The recommendation for DAS members is that we park in the metered parking area across Iliff from Olin Hall, where the charge is \$1.50 per hour. Aaron reported that the new storage shelves were installed by him, Dan Wray and Ed Scholes; parts of the floor have been shellacked; and graffiti on the steps has been removed. Due to the fact that Lisa joined the meeting via Ron Hranac's personal cell phone, he inquired as to the feasibility of installing a jack and speaker phone for future meetings; Aaron stated that it is possible with not much fuss. The board informally agreed to approve getting a landline phone with an external speaker and microphone, but was not willing to consider purchasing a Polycom.

Treasurer's Report: Upon request, Brad reported that the DSS lease is \$350 per year, and that the cost of electricity at the site annually is roughly \$100. Account balances are as follows:

General Fund	\$30,508.70
EKDS Fund	\$3,641.57
VNH Fund	\$75,182.58
Total	\$109,332.85

No new information is available as to the status of the Terms of Service or Privacy Policy/Statement.

Committee Reports

Dark Sky Site: Ron Pearson reported that the oil and gas company has published plans to do more drilling in the area, but that we'll have to inquire as to the exact location of future wells.

Van Nattan-Hansen Scholarship: The fund needs to be promoted after the first of the year; it was noted that there are no geographical limits upon applicants.

Public Night Teams: Hugh and Joe are adjusting the Open House start times. The Public Night start time will be 7:30 p.m. through Thursday March 6. The time from Tuesday March 11 through Thursday September 25 will be 8:30 p.m. The time will revert to 7:30 p.m. beginning Tuesday September 30. Coordination needs to be completed to ensure that these times are all correctly reflected between the website, *The Observer*, the reservation system and the calendar. New dates for public nights in July and October are being added. Hugh reported that the public night teams are now all operating smoothly.

IT: The security cables have been installed on the laptops previously discussed. Scott reported that administrative passwords and combinations will only be given to keyholders. During a discussion about the Yahoo listserve, opinions expressed indicated that problems encountered are random, not experienced by all users, and that most have seemingly been resolved. Scott said that email has fallen out of use, but many others stated that they still use it predominantly. The listserve digest format drew some complaints. Greg said that "push" systems (email) work better than a "pull" system (a forum, for example) because the messages are sent to people via email instead of requiring readers to log in and search for them. The consensus of the board was to keep the Yahoo listserve. Scott, Jeff, Lisa and Aaron expressed interest in forming a communication committee; Ron Hranac instructed them to meet and discuss ideas for best reaching all DAS members with pertinent information, and to notify him when they are ready to report their findings to the board.

Social Media: Jeff reported that DAS has 417 "likes" on Facebook and 84 followers on Twitter. Since Yelp requires someone to answer the phone at a number listed for a business, he will be changing his cell phone listing to read 'DAS' to facilitate receiving that phone call, then changing it back. The board informally approved his request to do that. He advised that one thing the Communication Committee should consider is whether to keep the DAS Facebook group, or eliminate it and just have the DAS Facebook page. He reported that a flyover of Denver by the International Space Station received 2800 hits on Reddit, a significant number. During a recent Sunday night Broncos game, the network broadcast images of Chamberlin Observatory that they had taken the previous evening. Jeff has a contact at the NFL network and is working on getting an ad-free version of their footage at no cost. Once that is received, he will ask Dr. Stencil for permission to post it on social media. The board also approved that action on a voice vote. Jeff also is seeking video from filmmaker Danno Black, as well as content for promoting interest in Comet ISON.

Loaner Scope Program: Ed reported that all loaner scopes have been returned and are upstairs in the equipment room. He asked about loaning out the Celestron, and upon a voice vote, was instructed to loan it out IF the Dobsonians are both on loan already. He reported that the keys to the new cabinets are hanging next to the light switch in the DAS office. He asked that items be replaced in the same location in the cabinets in which they were found. He has created a form for applying to borrow equipment and will get together with Darrell to make it available on the website.

Newsletter: The December *Observer* is in the publication process. No proofs will be available this month due to Patti's move, so a glitch or two may occur.

Outreach: The events at Tesoro and the Northglenn STEM Magnet Lab were reported upon. A donation was received from Tesoro, and grateful feedback was received from the teacher at Northglenn. Dena agreed to advise outreach coordinator Luis Uribe about reporting outreach events and volunteer and attendance numbers to the Night Sky Network through Chuck Habenicht. Passes for DAS Open Houses and Public Nights were given to people at the Tesoro event.

2017 Astrocon: Lisa agreed to send a comprehensive update to the listserve.

Old Business

Storage: The secure storage project is complete (see Chamberlin business).

Auction: Approximately \$1700 was raised for the Van Nattan-Hansen scholarship fund. Participation at the auction was good.

Christmas Party: Lisa reported that a microphone and stand have been secured for the event; that a firm head count is needed by December 5; and that the bill is to be paid one week prior to the event. Open House or Public Night passes will be given to staff at Embassy Suites. Walk-ins will be discouraged, but a contingency plan for a small number will be discussed with Lisa's contact there.

New Business

2014 Budget: Ron Hranac distributed a Profit and Loss Budget Overview sheet to enable the board to begin planning for the 2014 budgeting process. It was agreed that the following categories need to be added or broken out from higher levels: 2017 Astrocon expenses, IT expenses, the Outreach Fund (income), VNH (income), member event (banquet, auction, picnic, etc.) expenses, outreach expenses and income, advertising expenses, office expenses (supplies, etc.), Volunteer Participation Prize expenses, and the cost of coffee and snacks following meetings. It was noted that income from star party fees should go into the outreach fund. Ron requested that each category have a dollar amount attached to it. He requested that board members have an active discussion on the e-board listserve in preparation for the December e-board meeting.

Next Meeting: The next e-board meeting is scheduled for Friday, December 20 at 7:30 p.m.

Adjournment: A motion to adjourn was made and passed at 9:50 p.m.