



Denver Astronomical Society

Minutes of April 6, 2018 E-Board Meeting

Officers Present:

- Ron Hranac – President
- Lindsey Shaw - Vice President
- Ed Ladner – Secretary

E-Board Trustees Present:

- July Candia
- Joe Gafford
- Dena McClung
- Ed Scholes
- Sorin
- Chris Ubing
- Dan Wray

Observatory Representative:

- Dr. Bob Stencel (Absent)

Members and Guests:

- Ivan Geisler
- Connor Bray
- Darrell Dodge
- Greg Marino
- Eileen and Johnny Barela

Excused Absent:

- Jack Eastman

Absent:

- Mike Nowak – Treasurer

MINUTES:

1. Call to Order at 7:30p.
2. Roll Call
 - 2.1. Certify a quorum (Seven (7) E-Board officers/Members shall constitute a quorum).
 - 2.1.1. Certified quorum of eight (8) board members. + 2 late arrivals.
3. Review and approve the previous E-Board meeting minutes (March 9 2018)
 - 3.1. Minor corrections identified on name spellings.
 - 3.2. Corrected “too few” to “Average” on 6.1.3.
 - 3.3. Corrected “limited” to “absent” on 7.5.3.
 - 3.4. **Approved with edits.**

4. Additions to agenda
 - 4.1. None
5. Chamberlin business and DAS Treasurer's report
 - 5.1. Chamberlin Observatory business by Dr. Bob.
 - 5.1.1. See Attached (Appendix A)
 - 5.1.2. Recertification for scope operators is set for May 19 at 1p
 - 5.1.3. Note the tag #SaveYerkes for social media.
 - 5.1.4. Note that Yerkes is not on the National Historic Register.
 - 5.2. Treasurer's Report
 - 5.2.1. Treasurer's report is attached. (Appendix B)
 - 5.2.2. Petty cash account discussion deferred with Treasurer absent.
 - 5.2.3. ADS and IDS membership pending.
6. Old Business
 - 6.1. Membership management software selection ad hoc committee recommendations
 - 6.1.1. Membership presentation slide deck attached (Appendix C)
 - 6.1.2. In order to convert to a Standing Committee, a charter for the committee will need to be written as an IT Committee or similar document, and brought to the eboard.
 - 6.1.3. Motion to approve initial trial. "Direct the Ad hoc committee to question Wild Apricot and gather references. Purchase going forward is to be limited to 100 member license. The committee will continue as an Ad Hoc committee while developing a charter to present to the board to become a standing committee" – Chris Ubing. Seconded Ed S.
 - 6.1.4. **Motion carried with one abstention (Ed Ladner).**
 - 6.2. DAS Web site hosting update
 - 6.2.1. Darrell is present to provide a status update
 - 6.2.2. The original platform was not set up directly for wordpress, resulting in some complications with the move.
 - 6.2.3. Blue Host did a very good job with the support and conversion to the new platform.
 - 6.2.4. The email implementation is well done
 - 6.2.5. Webmail interface is pretty good
 - 6.2.6. POP email support is enabled.
 - 6.2.7. Thanks of the board to Darrell for the ongoing work and support of the provider change.
 - 6.2.8. Next steps
 - 6.2.8.1. The current wordpress theme is not supported going forward
 - 6.2.8.2. Searching for a new theme to replace the current theme.
 - 6.2.8.3. Reviewing the possibility of enabling a "Talk to an astronaut" popup with a link to the NASA feature may be possible.
7. New Business
 - 7.1. Chair for the next general meeting
 - 7.1.1. Ron #3 will be unable to chair the April 27th general meeting due to being out of state.
 - 7.1.2. Ed Ladner (Secretary) volunteers to chair the meeting. Ron will provide the agenda and Lindsey will provide the speaker information.
8. Next eboard meeting

- 8.1. Regularly scheduled Friday May 4 @ 7:30pm.
9. Adjourn meeting
 - 9.1. Motion to adjourn meeting. Motion seconded.
 - 9.2. Meeting adjourned at 9:15p

Appendix A:

From: Robert Stencel

Sent: Friday, March 9, 2018 8:20:32 AM

To: rhrnac@aol.com

Subject: Re: E-Board agenda

Hi Ron,

Thanks for the preview. Schedule conflict but the following items should be relayed in my absence:

5.1 Chamberlin biz:

RECOMMENDATION that DAS double or triple its liability covered which has been \$1M for quite a few years. Hopefully no claims but given currency devaluation, might not be sufficient.

AND

Related to avoiding claims, reminder about the required telescope operator recertification class scheduled for 1pm Sat May 19th.

5.2.2 - DAS is encouraged to remain involved with ATS and IDA. Both are vital to astronomy promotion.

If any questions arise for DU, please pass those along. See you at Open House.

From: Robert Stencel <Robert.Stencel@du.edu>

To: rhrnac <rhrnac@aol.com>

Sent: Fri, Mar 9, 2018 8:55 am

Subject: Re: E-Board agenda

One more note:

You may have heard that U of Chicago plans to close Yerkes Obs at year's end. The only slightly encouraging word I've received on this involves Adler Planetarium and a possible interest in partnering with donors to do something other than selling off and developing the real estate surrounding Yerkes.

From: Robert Stencel <Robert.Stencel@du.edu>

To: rhrnac <rhrnac@aol.com>

Sent: Fri, Mar 9, 2018 12:07 pm

Subject: Re: Another p.s. - E-Board agenda

sorry for the string of messages -- addendum:

Teach-In Reservation Form 2018 (March for Science – Denver)

<http://marchforsciencedenver.org/teach-in/>

If DAS proceeds with this, I could help man the table part of the time.

WE CAN ONLY CONFIRM YOUR SPOT IF YOU APPLY BEFORE MARCH 24th

Appendix B:

**Treasurer Report for April
2018**

**Standing Accounts April 30
2018**

1st Bank Accounts and Investment Fund

Type of Account	Ref No	Amount
General Fund Checking	X9663	\$48,979.63
Dark Site Checking	X1049	\$6,163.84
Premier Time Savings	X9213	\$10,596.36
Time Deposit Savings	X3552	\$5,186.64
Business Premier Time Deposit Account	X4959	\$10,031.53
Total		\$80,958.00

Deposits

Total

General Fund Checking Acct X9663	Deposits from mail, Open Houses, Public Nights, Peek	\$1,144.05
	Transfers from Paypal	\$1,000.00
TOTAL		\$2,144.05

PayPal

Transactions in April 2018

Total

Memberships Renewals	\$312.00
Donations to VNH	\$0.00
Donations to Dark Site	\$10.00
Donations to General Fund	\$0.00
Balance of Reservations Paypal at April 30	\$4.16
Balance of Treasurer Paypal at April 30	\$10,011.75
Total Paypal Funds at April 30	\$10,015.91

Payments

Description

Amount

University of Denver	1st Q 2018 Head Tax	\$1,000.00
Quickbooks Online	Online Accounting	\$36.28
Century Link	Internet at Chamberlin	\$53.99
First Bank	Activity Charge	\$12.00
Paypal	Transaction Fees	\$10.36
		\$1,112.63

Appendix C:

Ad Hoc Committee on Membership Software Selection

Dena McClung, et. al. • April 6, 2018

Agenda

- **Where Are We Now**
- **The Solutions**
 - Feature Comparison
 - Recommendation
- **Implementation**
- **Next Steps...**

Where are we now?

Issues With The Current Manual Membership Process

- Data is not well-shared between five key volunteers
- Data is difficult to analyze and manipulate
- Human error means mistakes happen
- Administrative volunteer hours per year: > 500 hrs or > \$5,000
- Far greater complexity with family memberships
- Newer members expect automated responses
- Burnout risk increases as membership increases

Current Process, continued

- Number of members (400 - 600) difficult to manage manually
- Renewal process requires detailed coordination between three volunteers in worst month (December)
- Current system very difficult to pass on to other volunteers in the future
- Current information is spread across at least five different platforms, making consistency impossible

Needs Analysis

Milestone 1

- Existing business processes were identified for membership management
- Reviewed processes and needs for other groups including outreach and event planning

Milestone 2

- Identified software that fulfills some needs
 - 3 software options identified at different levels

The Solutions!

Inhouse pure custom solution

In-House Solution

- Increasing scope
- Ongoing maintenance costs
- Less polish, support, uptime, and reliability than any 3rd party solution

Microsoft Dynamics - CRM

What MS Dynamics CRM has:

- No Membership limits
- Licensed by user
 - Will require one Admin user and multiple functional users
- Allows for extensive customization
- Cloud hosted on MS Azure
- 3rd party add-ons available for Membership and payment processing
- User messaging forums as needed
- Extensive event scheduling and promotion features
- Add-ons available for fundraising (VNH)
- 10GB initial storage and options for additional storage
- External storage options available via Sharepoint

What MS Dynamics CRM has:

- Support for Member transaction history
- Customizable fields for our own use
- Mobile device access
- Image sharing

What MS Dynamics CRM doesn't have:

- Limited support for Constant Contact interface
- Limited support for Paypal interface

- Many features will require 3rd party add-ons
- No Point of Sale capability
- No auto-renewal capability
- Limited integration to Quickbooks

Wild Apricot

What Wild Apricot has:

- Cloud hosted
- Maintains membership roster & records (including expired/archived)
- Supports automatic renewals
- Native Paypal support
- Replaces Constant Contact or interfaces with Constant Contact
- Multiple User forums with Email capability
- Integrates with QuickBooks
- Membership transaction histories
- Automated notification to/of new users
- Point of sale support (Open house, donations, etc.)

What Wild Apricot has:

- Event Management (possible replacement for Peek Pro)
- Allows member purchases from online store
- Supports Mobile devices

What Wild Apricot doesn't have:

- Fixed pricing
 - Tiered cost levels based upon membership
- "Not for Profit" Pricing

Other products reviewed

Also Reviewed, and not recommended products

- Memberclicks
- 123Signup
- Tendenci
- Aplos
- Neon CRM

Feature comparison:

Wild Apricot vs MS Dynamics CRM

Price Structure:

Membership Management

Financial Transactions

Event Management

Community Forums

Website options

Polls and Voting

Privacy and Data Security

Wild Apricot

- “We do not sell or share any personal information about you or your members to any outside organization.”
- Straightforward and transparent
- Data stored in AWS in US, CA
- Bound by Canadian data protection laws

Microsoft Dynamics - CRM

- Microsoft has a terrible history of protecting its users privacy
- “... contract with other companies ... We may provide these companies with access to your information ...”
- Data stored in US, EU

Recommendation

The Ad Hoc committee recommends:

- Tailored for Associations and Not-For-Profit groups
- Designed to be managed by volunteers
- Large install base with 10,000+ installations
- Cloud hosted on AWS (if AWS goes down, the internet already went down)
- Able to replace both Constant Contact and Peekpro
- Online store
- In operation since 2006

- PCI DSS Level 1, ISO 27001, FISMA Moderate, FedRAMP, HIPAA, and SOC 1, 2, and 3 Implementation Schedule

4/6/18

Approve Software Selection

6/18

Perform trial migration

8/18

Go-No-Go decision by Committee

10/18

Full implementation

11/18

Link to Payment Processor

What About *The Observer* and VNH?

- Ongoing discussion regarding the future of *The Observer* necessitates delay in determining a solution
- The VNH has also expressed interest in participating in the forum and donation systems
- A variety of solutions exist for both *The Observer* and the VNH, the choice of which will be determined during the implementation process

Next steps...

Recommend Approval by Board

- Approve initial trial
- Approve purchase of software
- Approve Committee to continue as Membership Software Committee or as the IT Committee
- Membership and the Website will be crucial for DAS, and we request an E-Board Trustee become the CIO of DAS

Recommend Prototype

Wild Apricot

Going Forward!

- Get free subscription of Wild Apricot and test features
- Develop a Test plan for:
 - Membership
 - Events
 - Paypal
 - Email Distribution
 - User Forums
 - Quickbooks
- Start migrating Membership to Wild Apricot
- Recommend Go/No-Go to the board based upon findings

Appendix A

Needs on the Website

Web Site / Email Features done Manually:

- News Blog
- Internal and External Events
- Event Calendar
- Scope Loan Information
- Classified Page
- Regular announcements of events
- Astronomy Features (image gallery, etc.)
- Links to Paypal store for badges, events, outreach, donations, etc.