



GLPA Executive Committee Meeting Virtual Meeting via Zoom October 10, 2020

Present: Waylena McCully (President), Geoff Holt (Past President/Conference Registrar), Dan Tell (President-Elect), Tiffany Stone Wolbrecht (Secretary), Steve Burkland (Treasurer), Mike Smail (International Planetarium Society Representative), Bart Benjamin (Publications Chair), Renae Kerrigan (Conference Planning Chair), Paulette Epstein (Membership Chair), Peggy Hernandez (Education Chair), Tom Dobes (Technology Chair).

Observing: Steve Crawford (Deputy Conference Planning Chair), Cheri Adams (Former Treasurer).

Call to Order: The meeting was called to order at 11:33 a.m. EDT on Saturday, October 10, 2020, Waylena McCully Presiding.

Approval of Minutes: Dan Tell moved to approve the minutes from the April 11, 2020 GLPA Executive Committee Meeting. Steve Burkland seconded. The motion carried.

Committee Reports

Treasurer Report (Steve Burkland and Cheri Adams):

Financial Report. Due to social distancing requirements in the COVID-19 health crisis, Cheri Adams and Steve Burkland have been unable to meet in person and transfer names on the accounts. Until the time they can satisfy these requirements, Cheri will work with Steve closely on some of the duties of Treasurer.

Cheri Adams reviewed the balances of GLPA's accounts:

GLPA Treasurer Report
Account Balances
30 September 2020

	30 September 2018	31 March 2019	30 September 2019	31 March 2020	30 September 2020
Checking	\$99,112.46	\$92,673.19	\$87,644.61	\$105,546.22	\$103,130.95
Conference	\$1,926.67	\$1,926.67	\$1,926.67	\$1,926.67	\$1,926.67
PayPal	\$67,715.43	\$13,438.56	\$82,976.04	\$11,202.57	\$18,639.38
Image Bank	\$4,182.93	\$4,230.63	\$0.00		
Gift Shop	\$304.00	\$304.00	\$304.00	\$304.00	\$304.00
Total	\$173,241.49	\$112,573.05	\$172,851.32	\$118,979.46	\$124,001.00

Cheri Adams noted that we are using the same accountant this year to file our federal taxes. Steve Burkland noted there will be some changes in accounts as a result of not holding an in-person conference this year. The Conference line will be moved to checking account line soon and any online store purchases would be in the PayPal line.

Cheri Adams adds that these numbers are only through September 30th to create a comparison to previous years. Between sponsorship and membership revenue, approximately \$5,000 more will be reflected in the checking account after September 30th. Overall, we have seen fairly light expenses with the print costs for *GLPA Newsletter* and goody bags for the virtual conference being the largest expenses since spring.

Geoff Holt added that we filled all the available spots for sponsors for this year's virtual conference.

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Steve Burkland commented that Cheri Adams's name is still on GLPA accounts since they have been unable to meet in person to transition. Cheri has graciously agreed to help in the interim. Please continue including both of them in emails related to Treasurer.

Non-Financial Report. Cheri Adams reported that regular general liability was renewed but the directors and officers insurance policy for nonprofits needs to be renewed every three years and will fall this year. It will be \$1,142 and includes cyber attack coverage. Steve Burkland asked if he could assist in applying for the policy and Cheri remarked it is simply filling out a form and some financial details. She will send information to Steve Burkland.

President's Report (Waylena McCully): Waylena commended the committee's ability to come together and quickly switch gears to a virtual conference. For the near future, Waylena wanted to focus on publicizing the new Executive Committee Inclusion & Outreach Officer in order to get good candidates in the next election cycle. Waylena also wanted to promote the GLPA grant opportunity more to the planetarium community remarking that so many planetarians have found creative ways to continue engaging during the pandemic and that the grant could help the community.

President-Elect's Report (Dan Tell): Dan received approval from the Executive Committee to not form the scholarship committee since GLPA did not have an in-person conference this year. Dan's next task will be to form the nomination committee, using attendance at this year's virtual conference as a gauge on who is active and engaged and develop a good group from all the states.

Waylena McCully asked Dan if he would still be working with Tiffany Stone Wolbrecht on developing plans for the child care grant. Dan and Tiffany both agreed they would work together to develop the materials needed for the new child care grant initiative for next year's conference.

Past President's Report (Geoff Holt): Geoff encouraged committee members to check their sections in the Executive Committee Handbook and make notes on any needed changes. He remarked the importance of the document for smooth transitions within the committee. Geoff said he confirmed updates down through the Membership section and to tell him if any changes are made because he doesn't receive notifications.

Geoff said our Historian, Garry Beckstrom, reported the unfortunate passing of former GLPA member Eileen Starr.

Geoff gave thanks to Janet Beckstrom in her continued support as he learns the new role of Registrar.

Secretary Report (Tiffany Stone Wolbrecht): Tiffany reviewed the committee's online votes occurring after the spring Executive Committee meeting.

1. Bart Benjamin moved GLPA accept the Logo and Brand Guidelines document, as prepared by Emily Hromi. Mike Smail seconded the motion. The motion carried.
2. Kris McCall moved GLPA offer to fund a Zoom account for Dome Dialogues. Steve Burkland seconded the motion. The motion carried.
3. Dan Tell moved GLPA accept the revised bid for Kalamazoo to host a conference in November 2021. Tiffany Stone Wolbrecht seconded the motion. The motion carried.

Tiffany asked about the status of the Zoom account for Dome Dialogues. Steve Burkland said he would follow up with Michael McConville. Mike Smail noted that Dome Dialogues is no longer holding regular eConferences. Geoff Holt noted GLPA could retroactively support the efforts as well.

Geoff asked if we had the Logo and Brand Guidelines document on the GLPA website somewhere. Tom Dobs recommended adding it to the Executive Committee Handbook. There was general agreement. Bart Benjamin said he would work on adding the document and images to the Handbook.

International Planetarium Society Representative Report (Mike Smail): Mike reported that IPS held a virtual conference this year and created a YouTube channel. IPS is also holding elections until December 2, 2020. GLPA member Michael McConville is running for President-Elect, and current GLPA IPS Representative Mike Smail is running for Treasurer.

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Mike also reported on the two bids to host the 2024 IPS Conference, both German facilities. The first is a joint bid between the planetarium in Jena, and the three planetaria in Berlin. The second bid is from the planetarium in Heilbronn. For the first time ever, full bid documents, and a promotional video are available for the full IPS member base to review at <https://www.ips-planetarium.org/page/2024bids>.

GLPA members can share site preferences, questions, or concerns with either GLPA's IPS Affiliate Representative Mike Smail, or IPS North American Board Member Dayna Thompson.

Bart Benjamin asked Mike Smail when his last official duty with IPS will be. Mike said it was this past summer's IPS council meeting. IPS transitioned from the old council to the new board and now GLPA is represented by North America Board Representatives Dayna Thompson and Michele Wistisen.

Mike is still an affiliate representative for GLPA and can still attend IPS public board meetings but voting rights have concluded already.

The Committee took a break from 12:10 p.m. EDT to 12:19 p.m. EDT.

Conference Planning Report (Renaë Kerrigan): Renaë thanked several people for their help in planning a virtual conference: Tom Dobes for working many late nights constructing the website, Geoff Holt for helping as Registrar and Past-President, April Whitt and Mark Reed who helped with papers and workshops, Steve Crawford who accepted the position of Deputy Conference Planner and was very helpful in the weeks leading up to the conference.

Renaë asked the committee for questions related to the virtual conference. Waylena McCully asked if any of the sessions would open early for socializing. Tom Dobes said he was planning to open it up early to get tech set up. Renaë said she would post on social media that the conference session will be open 30 minutes in advance for each conference day.

Geoff Holt commended Renaë on her efforts not only as conference planner for this virtual conference but also as host and thanked her for all her hard work.

Renaë remarked on how many were registered for the virtual conference. Geoff Holt provided the latest number of 129 registered members and stated that registration was still open. Renaë remarked that she will let membership know that they can still register.

Renaë remarked on the conference planning guidelines and said she would meet with Steve Crawford sometime in the month after the conference to work out a plan to update and organize it making it easier for future hosts to read.

2021 Conference. Renaë Kerrigan reported in June of 2020, we signed a contract with the Kalamazoo hotel for Nov 9-Nov 12, 2021. The committee discussed decided it was worth the risk to sign. There was an addendum to the contract changing its cancellation policy in the new contract:

“Due to the difficulty of accurately determining the Hotel's loss if Group, for any reason, and at any time, cancels the event and/or breaches this Agreement, this Agreement establishes a cancellation fee for which Group shall be liable as liquidated damages, and not as a penalty, which the parties agree is a reasonable estimate of Hotel's foreseeable losses. To release Group from its obligations under this Agreement, Group shall provide Hotel written notice of cancellation accompanied by a certified or cashier's check made payable to Hotel in the amount of Fifty-Four Thousand Eight Hundred and Fifty-Six Dollars (\$54,856.00). [Stated amount to equal 85% Total Room Revenue, plus 90% of Minimum Catering Revenue, plus 90% of Meeting Room Charges.]”

The Force Majeure clause is still in effect. If we have the similar restrictions on gatherings in Michigan in 2021, GLPA would not be responsible for the cancellation fee of \$54,856. Conference host Mark Reed wanted the committee to consider reflecting on the situation in January 2021 before major planning for the November conference commences. The committee would need to make a decision about holding the 2021 conference in person before July, as that is when conference registration would likely open.

Steve Crawford noted that the Michigan supreme court ruled that the rules the governor's put in place in response to the pandemic were unconstitutional, so restrictions are effectively no longer happening in the state. This may or may not

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affect the force majeure clause. Geoff Holt said the President Group should meet with the conference planners and hosts in January and notify the local Michigan Health Department of GLPA's conference plans.

Steve Burkland commented that it will be good for the committee in January to discuss holding the in person conference in Michigan but also whether our membership is in a position to travel for the conference. Geoff Holt said GLPA could look into a hybrid model where we offered a virtual option for a smaller fee. Renae said she has also been thinking about the hybrid model and that a subset of the committee should probably meet to further discuss the possibility of a hybrid model. Waylena McCully remarked that the hybrid model was a great idea and that many members may not feel comfortable traveling for the next few years, for either health or financial reasons.

Conference Length. As discussed in the Spring 2020 Executive Committee meeting, conference length will not change for 2021 so hosts Mark Reed and Steve Crawford can reuse as much of the 2020 conference schedule as possible. Renae asked if we were ready to start on Tuesday night and end early on Saturday for the 2022 conference. This was the direction the committee seemed to be leaning in the Spring meeting and from the membership survey results. The committee decided to make a decision on whether or not to extend the 2022 conference at a later date, possibly in January.

The idea of partial registration was discussed. Considerations on membership and sponsors were discussed.

Based on feedback from the Spring meeting, future conference surveys will ask people if they want to nominate GLPA members for major awards or for the Spitz lecture. Renae also said she will work with Tom Dobes to have a form for volunteering to lead a special interest group at future conferences.

Future Conferences. Renae Kerrigan reported that Mark Percy is still interested in hosting in Buffalo, New York in 2022. He knows we will vote on this issue in the spring of 2021 and that the committee will need an updated proposal. Michigan Science Center has also expressed interest, but not yet sent a proposal. Paulette Epstein remarked that Michigan Science Center is no longer in a position to host in 2022.

The Bell Museum is interested in hosting in 2023. Renae said they are aware that there may be a National Planetarium Conference in 2023. If that manifests, she will ask Bell if they are interested in hosting in 2024. There are currently no potential hosts for 2024.

Dan Tell asked if we wanted to reach out to Grand Rapids for hosting on the decennial. The Grand Rapids Museum has hosted in 1965, 1995, 2005, and 2015. Renae said she would reach out to them.

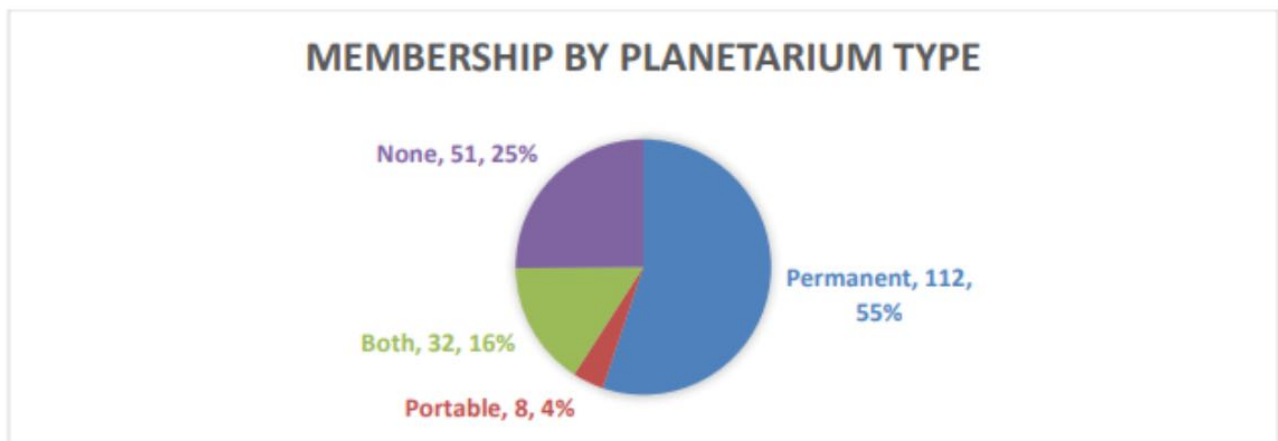
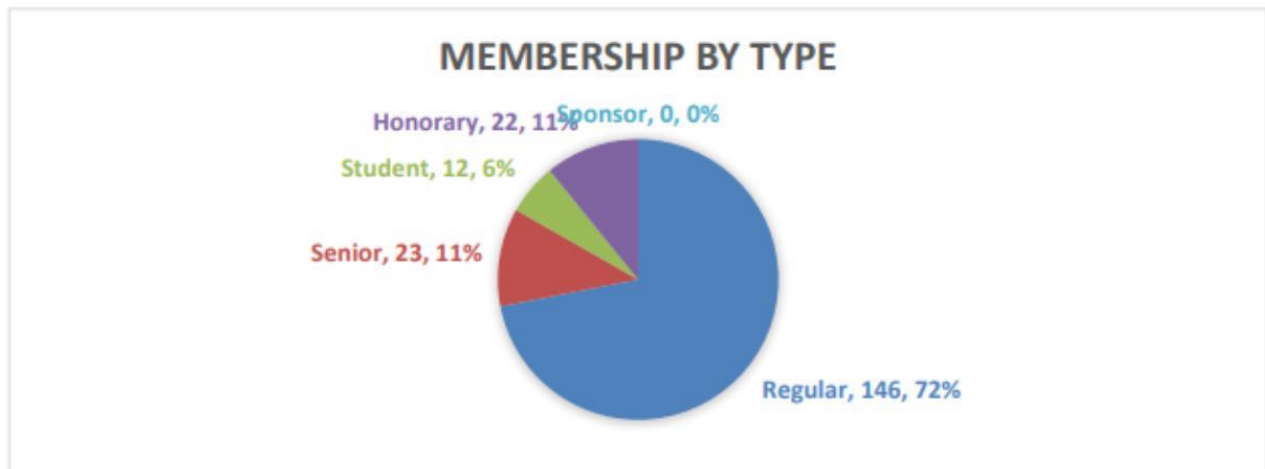
The Committee took a break from 1:02 p.m. EDT – 1:11 p.m. EDT.

Membership Report (Paulette Epstein): Paulette reported GLPA member numbers were down this year compared to previous years but this was expected because we no longer require sponsors to be members. The member categories add up to more than the total because members can fall into more than one category. The largest region is "other" with 66 members, same as last year. We have 20 new members. The number of student memberships have gone down, likely in part due to the canceled in-person conference.

Total Members: 203

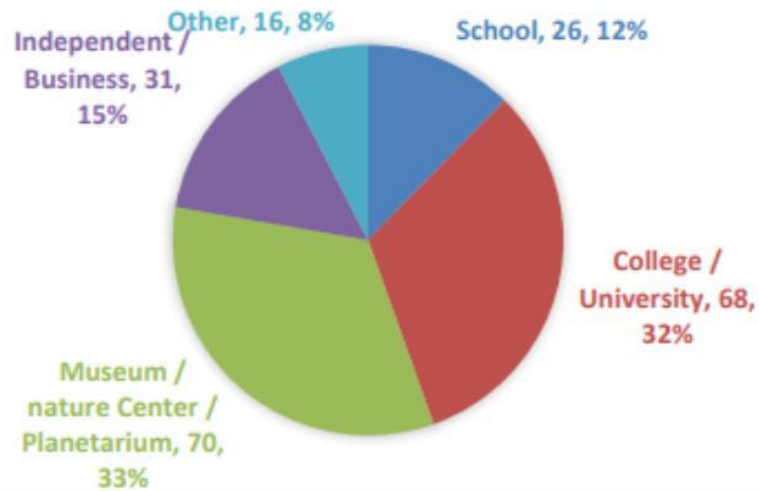
IPS	108
Fellow	71
Retired	23
New	20

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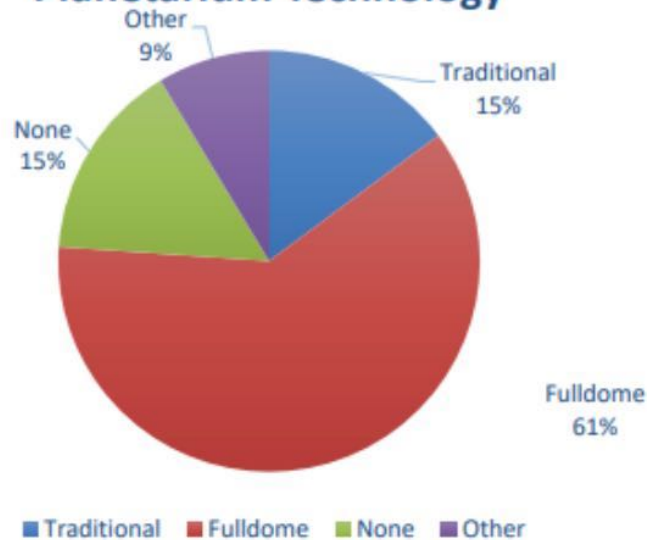


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MEMBERS BY INSTITUTION TYPE



Planetarium Technology



Worldwide Membership Location

Europe & Central Asia	2
North / South / Central America / Caribbean	201
Asia / Pacific	0
Middle East / North Africa	0

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GLPA Members by State

Illinois	25
Indiana	27
Michigan	35
Minnesota	8
Ohio	27
Wisconsin	11
Other	66

Geoff Holt asked if we have an automatic renewal notification noting that, particularly for this chaotic year, dedicated members may not remember to renew and could get disqualified for awards. Paulette said she would verify if one had been sent out and send a reminder if one had not already been sent.

Development Report (Waylena McCully as proxy for Kris McCall): Waylena McCully reported for Kris McCall who was unable to attend the meeting for family reasons and the committee wished her well. Waylena relayed Kris' thanks to Geoff Holt for all of his help and to her team for getting the conference goody bags assembled and shipped in short order. All of the sponsor slots for virtual GLPA 2020 were sold, five Earths and 10 Moons, for total revenue of \$5,000.

Rena Kerrigan noted that for future in person conferences, GLPA will be charging per item for sponsors to put in the conference bag. This will greatly simplify some complications for the Registrar.

Kris McCall also reported that she didn't have time to develop a sponsor survey. Geoff Holt and Steve Crawford agreed to work on it.

Tiffany Stone Wolbrecht asked if this was the appropriate place to ask sponsors for feedback about partial registration for future GLPA conferences. There was general agreement.

Rena addressed Kris' hopes that conference hosts and moderators would recognize sponsors, commenting that she has worked with Steve Crawford to create a slide deck and instructions for moderators to make sure this happens.

Geoff Holt commented that Tom Dobes put together a way for sponsors to promote themselves on the GLPA website with a link and asked if we could solicit sponsors for text as well. There was discussion on putting a paragraph field in sponsor registration form for this purpose in the future.

Publications Report (Bart Benjamin): Bart reported that the *GLPA Newsletter* continues to operate smoothly and Jackie Baughman and Emily Hromi continue to alternate production of its covers. The newsletter distribution continues to trend toward digital with 77% of members choosing digital and 23% selecting print. The *GLPA Newsletter* continues to attract advertisers and provide GLPA with a steady source of revenue with 9 contractual advertisers providing GLPA with annual revenue of \$5,230.

Bart asked for a revised sponsor list for the winter newsletter.

Bart reported there will be two versions of the *Conference Proceedings* offered. Dale Smith will make the single pdf and Bart will create a modular version of the *Proceedings* for the GLPA website.

Bart also reported upward trends on all of GLPA's social media channels this year: Facebook, Instagram, Slack, and Twitter.

Education Report (Peggy Hernandez): Peggy reported on the PWS Seminars. The PWS Seminars on the last Friday of every month. Alan Gould filled in empty months with a chapter of "Planetarians Educator Workshop Guide 2015" by Friedman, Lowery, Shaatz, Pulos & Sneider. Peggy asked if anyone has ideas for a speaker for the seminar to please let her know.

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Peggy also reported on the GLPA grant project initiative. There have been no applicants for 2 years with it being advertised both on the GLPA website and in the spring *GLPA Newsletter*. Peggy wished for the board to consider the language and process of the project to see if there were ways to increase the applicant pool, particularly the phrasing of paying staff for time for a project.

Dan Tell pointed out that in the past GLPA has used these funds to pay for outside contracting, music and voice talent, etc. Steve Burkland asked if there was a reason to exclude staff production. Dan responded that in the past, Executive Committee members were awarded this project and did not want to get paid for their time coming out of the fact that the GLPA Executive Committee is a volunteer group. Dan suggested the committee look into revising this as long as it is compliant with the IRS guidelines and are careful with anyone on the Executive Committee receiving funds. Cheri Adams noted that the IRS does not allow a 501c6 organization like GLPA to pay for a salary to a member.

Renae Kerrigan suggested the call for proposals was released with general ideas for proposals. Geoff Holt mentioned the *Live From the Planetarium* project that could be rebooted. There was general agreement that *Live From the Planetarium* has been a good resource to GLPA and would benefit from a reboot or addition to the project.

Peggy asked what resources would be needed for this project. Geoff questioned whether funds would even be necessary. The first *Live From the Planetarium* project only purchased hard drives and a camera that may not be necessary with today's technology. Dan Tell mentioned the project may benefit from hiring a video editor.

Peggy suggested that she and Waylena McCully hold a paper presentation on the grant program at the next GLPA Conference.

Peggy reported on the NGSS Astronomy Literacy document. It is currently in a Google Sheet format and is difficult to read so Peggy is looking to reorganize using hyperdoc. This is still a work in progress.

Technology Report (Tom Dobes): Tom reported that GLPA is currently paying \$65 a month for a Zoom account and asked if the committee wanted to continue paying or cancel the service for now.

Cheri Adams pointed out that there is a \$500 budget line under Education for Zoom that is currently going unused. Peggy Hernandez commented that GLPA was looking at having a monthly education-based zoom meeting but this initiative took a backseat since PPA took over the monthly seminars.

Tiffany Stone Wolbrecht suggested GLPA not pay for the account when it is not in use but have a budget line item for purchasing Zoom for specific instances such as the annual conference. Steve Burkland asked if managing the Zoom account would need to go through a process or have a point of contact. Cheri suggested moving the Zoom budget from Education to Technology. There was general agreement that this should be done and that no vote was needed to simply move a budget line item.

Tom pointed out GLPA would need a different level of Zoom for a hybrid conference model and it would be more expensive.

Tom reported a small change in the way billing is done for web hosting. It does not at this point change the annual cost, but Tom will now be giving the invoice to Cheri and Steve Burkland rather than Barb.

Geoff Holt commented that Alan Gould, web person behind IPSc reached out to him specifically to comment on the amazing job done for GLPA's registration process on the website. The committee gave kudos to Tom.

The Executive Committee took a photo.

Old Business. No old business.

New Business. Geoff Holt asked if the Executive Committee should get a date on the calendar for the spring meeting. Tiffany Stone Wolbrecht asked about scheduling for the January conference planning meeting and asked if the whole committee should be there. Renae Kerrigan suggested a subset of the committee should meet with conference hosts and bring any decisions to the larger group. Renae noted that she would email at a later date to schedule the January meeting.

The Committee decided on April 10th, 2021 for the spring meeting date.

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Paulette Epstein asked if the committee was planning that meeting for in person or online. Waylena McCully responded that the committee should plan for an online meeting.

Adjournment. Paulette Epstein moved to adjourn the meeting. Bart Benjamin seconded the motion. The motion carried. The meeting was adjourned at 2:32 p.m., October 10, 2020.