

Minutes
Board of Directors
World Space Week Association
17 February 2014 Vienna, Austria



1) Welcome and Introductions

The special meeting of the Board of Directors of World Space Week Association (WSWA) was called to order by President Dennis Stone at 13:30 on 17 February 2014 during the annual meeting of the Scientific and Technical Subcommittee of the United Nations Committee on the Peaceful Uses of Outer Space in Vienna, Austria.

The following persons participated in the meeting:

Directors in Attendance

- Ade Abiodun
- Ali Al-Mashat
- Elöd Both
- Sergio Camacho

Others in Attendance

- Lami Ali-Fadiora (Nigeria)
- Luisa Carbone (SGAC)
- Goran Nikolasevic (WSWA)
- Dennis Stone (WSWA)
- Remco Timmermans (WSWA)
- Halilu Ahmad Shake (Nigeria)
- Arshad Siraj (Pakistan)
- Wang Lei (China)
- Weng Jingnong (China)
- Zheng Tianxiang (China)

Directors Represented by Proxy

- Anousheh Ansari (Stone)
 - Alvaro Azcárraga (Stone)
 - Ahmed Bilal (Siraj)
 - Robert Cleave (Stone)
 - Kerrie Dougherty (Stone)
 - Arthur Dula (Stone)
 - George French (Stone)
 - Miguel Hernandez (Stone)
 - Loretta Hidalgo Whitesides (Carbone)
 - Victoria Mayorova (Stone)
 - Bill Nye (Stone)
 - Misuzu Onuki (Stone)
 - Seiichi Sakamoto (Stone)
 - F.R. Sarker (Stone)
 - Michael Simpson (Stone)
- (proxy holder name is in parentheses)

Mr. Stone noted with regret that Board Chair Max Grimard was unable to attend due to illness. The Board thus elected Sergio Camacho as temporary Chair. Dr. Camacho welcomed attendees and asked each to introduce themselves.

2) Secretary's Report

The minutes of the previous meeting of Board of Directors meeting were reviewed and approved.

The next meeting will occur during the International Astronautical Congress in Toronto, Canada the week of September 29–October 3, 2014. The date and time of the meeting will be announced.

Mr. Asaj requested that future meetings during the COPUOS S&T be held during its first week.

3) Treasurer's Report

The Board reviewed the current balance sheet and profit & loss statement of the Association.

4) Nominating Committee Report

The Nominating Committee proposed the nomination of Yang Junhua, Secretary General of the Chinese Society of Astronautics, to the Board of Directors. Ade Abiodun moved and Ali Al-Mashat seconded the nomination, which was approved by unanimous consent.

5) Executive Committee Report

Mr. Stone introduced Executive Director Remco Timmermans. Mr. Timmermans presented an overview of accomplishments and plans for the Association. In summary, now that the program of the Association has grown, the focus of the coming year will be to grow the Association.

Comments and discussion centered on several points:

- Dr. Abiodun said we should focus on involving large aerospace companies and media.
- Prof. Al-Mashat suggested that we produce a short video for broadcast during WSW.
- Next year will be the 15th anniversary of WSW and thus calls for special celebration.

Mr. Siraj noted that there will be several Islamic holidays during WSW 2014, and this timeframe will thus not be optimum for celebration of WSW by Islamic countries. He proposed that these countries be permitted to celebrate WSW 2014 on November 4-10. The Board agreed with this proposal.

Mr. Siraj suggested that Annual Report be produced in hardcopy. Noting that additional resources are needed for the Annual Report, Dr. Camacho proposed that the Association seek a sponsor for the report, such as a space agency. Mr. Siraj also requested that the poster be available by April of each year, and proposed that Certificates of Participation be made available to all event holders.

6) New Business

a) 2014 Theme

At the last meeting, the Board adopted the concept for the WSW 2014 theme and agreed to adopt specific wording at this meeting. Mr. Timmermans proposed the wording "Space: Guiding Your Way." This was adopted by unanimous consent.

b) 2014 Poster

Mr. Timmermans presented a preliminary concept for the WSW 2014 poster, consistent with the above theme. Directors provided helpful feedback.

c) 2015 Theme

Mr. Stone presented the recommendation of Vice President Michel Laffaiteur for 2015 theme, "Mapping the Milky Way." He summarized comments received, including Chairman Grimard's input that this theme may be too narrow.

He and Mr. Timmermans then presented a tool which could guide the Board in theme selection (see illustration, next page). This tool identified four considerations:

1. Timely to encourage media and public attention
2. Suggests a range of public events which could be planned around the theme
3. Permits teaching a variety of subjects using the theme, such as science and math
4. Range of organizations involved in the theme from which WSWA might get sponsorship

Applying this tool, they then presented a preliminary assessment of the 2014 theme, the proposed 2015 theme, and two ideas for alternative 2015 themes which keep within the general scope of deep-space astronomy. The two alternatives were not intended to be an exhaustive list but rather to suggest how other themes could be built around the Milky Way idea.

Theme Candidates & Considerations

2015 Theme Candidates	Timely	Encourage Events	Teachable	Sponsorable
Mapping Milky Way	Yes	Star parties	?	No
Are We Alone? Or: Finding Other Earths	Yes	No	Yes	?
Inspiration from the Stars	No	Star parties	Yes	?
2014: Space Guiding Your Way	Yes	Yes	Yes	Yes

Mr. Stone noted that we have alternated between themes based on space applications (“inward” looking themes) and those based on space exploration or astronomy (“outward” looking). Relative to WSWA’s ability to attract theme-based sponsors, it was recognized that “inward” themes, such as the 2014 GNSS theme, should be more successful than “outward” themes. This was considered an acceptable constraint, noting that “outward” looking themes theoretically could attract sponsorship if there was a strong educational stimulation.

He then presented a preliminary assessment of several themes:

- As a point of reference, it was noted the 2014 theme scored well on all considerations.
- The proposed theme, “Mapping the Milky Way,” was considered timely given the Gaia and other astronomy missions. It could encourage star parties, planetarium events, and similar public events. However it suggests a somewhat limited range of teaching possibilities.
- One alternative astronomy-based theme focused on the discovery of Earth-like planets. This was considered timely given that this currently is a frequent news topic due to ongoing discoveries of such planets. This theme does not suggest a wide range of public events, however it does suggest a fairly broad set of subjects which teachers can link to the theme, such as biology.
- The other alternative 2015 theme focused on the inspiration of the stars on youth. This was not considered timely as such inspiration occurs continually. Like the Milky Way proposal, it could encourage public star parties and similar events. It could stimulate a wide variety of educational impacts by definition.

The Board discussed the proposed tool, themes in general, and the 2015 theme:

- It reacted favorably to the idea of using the tool to measure candidate themes now and in the future.
- The Board generally favored a 2015 theme focused on the discovery of Earth-like planets because of its timeliness and educational potential. The possibility was suggested that a poster for this theme could depict the Milky Way and locations of Earth-like planets, thus building on the original Mapping of the Milky Way proposal.

- It was decided that we should further develop the theme concept of discovery of Earth-like planets. The Executive Director was requested to propose theme wording together with a poster concept to the Board at the next meeting in Toronto. This will also allow time for broader input from Board members so that a final decision can be made then.

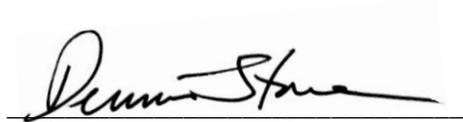
d) Other Discussion

Dr. Abiodun commended the President and Executive Director for their dedicated work.

7) Closing Remarks and Adjournment

There being no further business, Dr. Camacho thanked the Board members for their participation and adjourned the meeting at 15:08.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Dennis Stone", is written over a horizontal line.

Dennis Stone, President