

Minutes
Board of Directors
World Space Week Association
5 February 2015 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 Chairman Max Grimard at 13:10 on 5 February 2015 during the annual session 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

- Max Grimard

Others in Attendance

- Michelle Mendes (WSWA)
- Goran Nikolasevic (WSWA)
- Mino Rathnasabapathy (SGAC)
- Dennis Stone (WSWA)
- Remco Timmermans (WSWA)
- Arshad Siraj (Pakistan)
- Brian Weeden (Secure World Found.)
- Zhang Zhenjun (China)

Directors Represented by Proxy

- Oleg Alifanov (Stone)

- Ali Al-Mashat (Stone)
- Ahmed Bilal (Siraj)
- Karl Doetsch (Grimard)
- Arthur M. Dula (Stone)
- Tom Hanks (Grimard)
- Loretta Hidalgo Whitesides (Stone)
- Yang Junhua (Zhang)
- Michel Laffaiteur (Stone)
- George Mueller (Stone)
- Elon Musk (Grimard)
- Misuzu Onuki (Stone)
- Seiichi Sakamoto (Stone)
- Michael Simpson (Grimard)
- Bee Thakore (Stone)
(proxy holder name is in parentheses)

Mr. Grimard 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 Jerusalem, Israel, the week of October 12-16, 2015. The date and time of the meeting will be announced.

3) Treasurer's Report

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

4) Nominating Committee Report

There was no Nominating Committee Report.

5) Executive Committee Report

Mr. Stone reported on a recent realignment of the executive team. The Executive Committee elected Mrs. Michelle Mendes as Executive Director, and moved Remco Timmermans from Executive Director to a new position of Operations Director. The Committee felt that this would best align the strengths of these individuals with their duties. On behalf of the Committee, Mr. Stone welcomed both to their new positions.

Mrs. Mendes presented an overview of progress and plans for the Association. This included a growing list of volunteers and sponsors, and fund-raising goals. To posture the Association for growth, she said that she will consider ways to enhance Association governance, and seek partners outside the space community.

Mr. Timmermans presented results of World Space Week (WSW) 2014, most notably the doubling of the number of events over the last two years, and making nearly 100 million social media impressions of WSW 2014. He also summarized operational plans for the coming year, focusing on social media, the poster, and the web site.

Comments and discussion included the following:

- Chairman Grimard said that sponsors should participate in WSW events to get more from their support.
- As evidence of the leverage of World Space Week, Mr. Zhang reported that CNSA spent 80,000 RNB for its WSW events last year. Mr. Siraj said that the WSW Annual Report helps SUPARCO justify funding each year for its WSW participation.
- Mr. Siraj said that physical events and traditional (as opposed to social) media coverage are still most important in the developing world.
- There was discussion about ways to recognize organizations which are not WSWA sponsors or global partners, such as by creating a new category of “supporters.”
- Ms. Rathnasabapathy said it is important to recognize contributions of in-kind sponsors.

6) New Business

a) 2015 Poster

Mr. Timmermans presented a preliminary concept for the WSW 2015 poster, consistent with the theme “Discovery.” Directors provided feedback. The poster artist is being selected through a competition. The Board agreed to support the executive team’s selection of the final poster design.

b) 2016 Theme

Mr. Stone presented the recommendation of Vice President Michel Laffaiteur for the 2016 theme, namely on making the internet globally available via satellite constellations. The Board discussed this concept in detail. There was consensus that this will be an important benefit of space, but that this theme is not timely because these satellite constellations are not yet operational.

Instead, it was noted that World Space Week has not focused on remote sensing. There was consensus that the WSW 2016 theme concept should thus be remote sensing. Mr. Grimard offered to write a short paper on the rationale. The Board asked the Executive Director to consider ways to word this theme and to present these at the next meeting for a decision.

7) Closing Remarks and Adjournment

There being no further business, Mr. Grimard thanked the Board members for their participation and adjourned the meeting at 15:00.

Respectfully submitted,



Dennis Stone, President