

Carroll's minutes from Saturday 3/16/2013, 2:00 p.m. CDT A.L. Council Conference Call
(see John Goss's additions to the minutes at end)

On call: Wayne Green (also with proxy for Vern Raben), Mike Benson, John Goss (also proxy as MERAL chair), Ron Whitehead, Tom Lynch, Bill Bogardus, Carroll Iorg, Mitch Glaze (non-voting participant from national office staff)

2:13 – 2:47 Ron Whitehead discussed the previously distributed copy of the draft **League Long-term Strategic Plan document**

A motion was approved to accept this plan. A number 18 item will be added to the document that states the intent "to better utilize social media to reach our members and the public at large". An oversight committee (Ron Whitehead-chair, Wayne Green and John Goss) was appointed by Carroll Iorg to implement this document and coordinate this with upcoming council activities and projects.

Mitch Glaze gave an **overview of the new electronic process for club dues statements and election ballots. The council agreed that Mitch and the other national office staff will have discretion in scheduling the dates for followup with non-paying clubs. It was agreed that we will accept paypal for payment of dues if requested by individual societies. Treasurer Tom Lynch will investigate setting up a paypal account for League dues and possibility for Reflector advertisers.** The deadline for getting the account setup will be in about 20 days, by roughly **April 5**, in order to get the electronic mailings sent to societies timely.

Analemma Observing award program modification.

A motion was approved that would modify the currently required 100 observations to at least 50 observations, as recommended by the administrator of this program. Aaron Clevenson, one of the national observing award coordinators, recommended this after Lowell Martin, the administrator of this new program, communicated feedback about the difficulty of making such a large number of observations from the same location due to weather issues, etc.

International club trial

The council agreed that it was acceptable to move forward with a "trial" international club as approved at previous council meetings. John Wagoner and other council members wish to be involved in implementing this program.

Longmont CO society proposal to lease League ISS telescope for that city's public observatory project

A motion was approved to open this process up to all societies in the League with an announcement in the upcoming March "What's Up With the Astronomical League" Alcor newsletter. Since the original intent was to sell the telescope, this unsolicited offer by the Longmont society changes the options some, so we should allow other clubs this same option.

One stipulation would be that this would be used for public outreach. Societies would need to submit a formal proposal expressing their interest.

ALCon 2017/total eclipse event proposal from Lowell Lyon regarding a joint event co-chaired by Lowell Lyon

The general consensus was that most council members on the call today would rather view the eclipse in their own area or travel to a separate event (separate from an ALCon). As a courtesy to Lowell, it was agreed that we will ask for feedback from individual societies in the next "What's Up..." regarding their opinion on this proposal. Several clubs in that area would be willing to assist. **We will make a final decision on this offer at the council meeting at ALCon 2013 in Atlanta.**

Resignation of Sales Manager, Randy Thompson effective 4/30/2013

Randy has notified Carroll Iorg of his intent to resign at the end of April after several years in that independent contractor position. Carroll noted that there are three candidates for the positions and that hopefully a decision can be made in a couple of weeks.

John Goss's additions to minutes

The Strategic Plan

The Strategic Plan is created with the ultimate purpose of causing actions to be taken that will improve the League. The Plan's structure is such that it makes sure that League goals are traceable to the League's Mission Statement and that there is a strategy that supports those goals. The strategy then results in actions taken by someone who is responsible for achieving that particular goal.

Electronic dues statements and election ballots

One concern with the electronic mailing of statements and ballots is that they will not be properly acted upon in a timely manner by club ALCors. To help insure that this does not happen, Mitch will send an advance email notice about them to club ALCors. Then, he will email them the dues statements and election ballots. Finally, he will send out email reminders. The club presidents and Regional Chairs will be copied as a "courtesy." By September 1, Mitch will send by USPS a written reminder to those clubs

who haven't yet sent their dues. (The return of the electronic election ballots won't be so vigorously pursued since their completion is a club option and not a League requirement.)

A notice in the June Reflector will describe these changes regarding electronic mailing. Another notice will be placed on the League website. Carroll Iorg will also mention these changes in the periodic "What's Up" ALCor newsletter. All of these notices will emphasize that the electronic statements and ballots will result in a substantial cost savings for the League. That money can then help the League carry out its many programs.

Electronic payment of dues and Reflector advertisements

Much discussion was held on this general topic. The consensus was that clubs should be given the option of submitting their dues payments through PayPal if another 2.5% was assessed to their statements. This would also apply to Reflector ad payments. Tom Lynch will investigate fees from PayPal, as a separate PayPal account for this purpose will need to be established. None of this should go through League Sales as that would cause big problems down the line.

Conference call concluded at approximately 3:30 pm, CDT.