



Society for cultural astronomy
in the American southwest, inc.
February 15th, 2021, 7:30pm MST, SCAAS BOARD Agenda
Plan 1 ½ hour for Board Meeting



Old Business:

1. Financial report: Ric reminded us that he reports full financial details every quarter, around the solstices and equinoxes, with a year-end report in December. He and Greg will do a 3-4-year analysis for the purposes of the Business Plan and will work on that during the beginning of March.
2. Approval of Minutes from the January meeting. These were approved unanimously.
3. Statement on Diversity, Equity and Inclusion: Greg pointed out that we needed to include such a statement in grant applications and on our website. He sent around examples of what is normally included. Karen and Ric will take the lead on researching and developing a statement and have a draft ready for the next board meeting.
4. Business plan update: We spent most of the meeting discussing the Business Plan (BP) and the many comments that Board members had provided on the first draft that Bryan and Ray had earlier sent to Board members.
 - Ray raised the question of who our audience is, which he feels is central to crafting a workable, supportive BP. We would have lots of opportunities were we a larger organization. But we will need to make some choices. How do we determine what we ought to be doing to satisfy the needs of our audience, which also includes each of us? He thinks of the BP as helping us to understand where we've been, where we are and where we want to go in the immediate and long-term future.
 - Bryan has done part of that work. He wants to know what we really need to key in on. It's a guide for our membership.
 - Ric: We should also focus on increasing membership and improve the membership experience. He suggests we should focus on how to get more out of our members. That's job one. We also need to consider how we attract donors, ratify the direction we are going and how to anticipate challenges. Future audience. Right now we are slightly behind a sustainable organization. Need to be more aggressive. Product should be the important focus, and he doesn't think we are there now. Need something that is saleable and growable. We should be working on a direction that no one else is doing.
 - Bryan: We need to be able to say "this is what defines our organization." Part of that is: "We are looking the development of the science of astronomy and how it is used in the SW cultures. I don't know of any other organization that does this."
 - Greg: We are beyond being a conference organization, which makes us unique. We are also working toward conducting field research as an organization. We have in the past

focused effort on research methods and standardization. More recently, we have focused on working directly with Native American groups. Crow Canyon Archaeological Center is a good model for that effort. We have also focused some on helping people with research, presentation, technical writing.

- Greg: We could also work on developing curricula for science teachers in grades K-12 and helping them give their students a better understanding of the sky and how they can learn through observations. Could also do site tourism.
- Ric: Reminded us of Todd Bostwick and his standardization of methodology. That would be valuable. Another possibility is to train people how to do the research and certify them to do this sort of research.
- Ray raised the question of having an Executive Director (ED), which was mentioned several times in the compilation document that he and Bryan sent out. Whether we seek to hire an ED depends on where we decide we want to go with the Society. Bottom line, we need to decide this question.
- Chris suggested looking at the things that we can do uniquely, that other organizations aren't doing. He and Greg pointed out that to do a lot of the things we want to do we'll need to have someone fulfill an ED-like position. Bryan agreed.
- Ric suggested using a meeting, perhaps the next Board meeting to create a (Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to help us figure out what we can do best and use that to help us move forward on the BP.
- Karen: Feels like we are still in a place rather like the chicken and egg problem.
- Bryan pointed out that we are in a good place to develop some curriculum materials for K-12 and suggested that we should focus on that.
- Karen pointed out that Lowell Observatory has been doing programs with Native children and now has a Navajo person on staff. She suggested we might want to think about partnering with another organization to go after grants, perhaps with Nancy Mary Boy and David Begay.
- Ric agreed and offered that we do have specialized knowledge and experience that might be helpful here—helpful to them and to us.
- Going back to the SWOT analysis, Ric suggested we might want to bring other folks to that meeting to help us focus, perhaps Steve or Ivy. Bryan suggested Lyle Balenquah.
- Greg suggested that we ought to look into the Living Heritage Council in Montezuma County. They might also be a resource for ideas.
- Ric warned that this is for SCAAS, not SCAAS and another entity.
- We decided to have a SWOT meeting, possibly inviting one or two other folks to help. The SWOT meeting will be on 21 March, 2021 in the morning. Ric will organize it and send us invitations.
- Ric: We need to focus on where we were and where we are.

- Then came a long discussion about the Mars landing of Perseverance.
- SCAAS Newsletter. This will be out close to the Equinox. Bryan offered that Tony Hull is writing a piece for it about the use of gnomons for finding direction. Ray followed up by saying that Tony had asked him to contribute to the article, which he will. Bryan will contribute an article on an equinox marker in Rarick Canyon. It also has other interesting attributes, which he will discuss. Greg pointed out that this year is our 10th anniversary and he will contribute a short piece on that. Karen offered that she will write a short article on SCAAS social media efforts.
- Mike Zeilik: Greg asked if anyone had heard from him. We need to try and contact him to see how he is doing.

Meeting was adjourned at 9:35 pm.

- Next Board meeting: Tuesday, 16 March, 19:30, MDT.