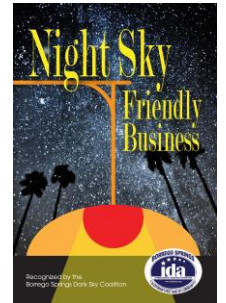




BORREGO SPRINGS DARK SKY COALITION 2014 ANNUAL REPORT to the International Dark-Sky Association

During 2014, the Borrego Springs Dark Sky Coalition accomplished three major objectives: the implementation of our Dark Sky Friendly Business recognition program, the posting of an expanded webpage, and the development and publication/distribution of three flyers.

DARK SKY FRIENDLY BUSINESS RECOGNITION PROGRAM - launched in late 2013, this program recognizes local businesses which have appropriate lighting. In early 2014 it was promoted with a series of seven visual presentations for more than 100 persons at club meetings and special events. Following this, we received ten applications, all of which were acceptable. Presentation of the certificates was done on February 28, 2014.



WEBSITE - A greatly improved and expanded website came online in September 2014. Located at www.borregodarkskies.org, it includes publications developed by the coalition, the county lighting ordinance, publicity which Borrego's dark sky and the IDA certification have received, a calendar of current events in the sky, and listings of educational and interpretive activities related to the sky suitable for residents and visitors.

COALITION HANDOUTS

HOMEOWNER BROCHURE - More than 25 locations around town are kept supplied with an informational flyer prepared for residents in 2013. These are regularly picked up by valley residents and visitors.

BORREGO LIGHTING STANDARDS - The Coalition cannot set lighting code, but can make recommendations. The standards are based on code that is in effect in Flagstaff and other cities and counties. Unless the recommendation is in the San Diego County Code, it is voluntary. This flyer is being finalized for printing and distribution.

FIXTURE FLYER - Home and business owners want to know suitable replacement lights. This flyer gives specific recommendations of suitable, inexpensive replacements, including where they can be obtained locally and at what price. This flyer is in development.

EDUCATION - Two classes were given to fourth and fifth graders in the GATE/After-school Science program at the elementary school by a Borrego Dark Sky Coalition member. Night sky viewing programs and talks are presented for the public throughout the main desert season from October through April.

TALKING POINTS AND EVALUATION - A mobile home park requested help with exterior lighting in order to become Dark Sky Friendly. A Coalition member prepared an assessment, report, and talking points, which is suitable for other mobile home and RV parks.

ARTICLE - An article about the Night Sky Friendly Business Program was submitted for publication in the quarterly IDA newsletter *Nightscape*.

PARTICIPATION – One Coalition member presented at both the Julian StarFest and Nightfall

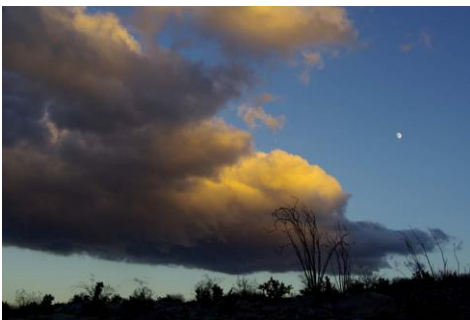
PUBLICITY FOR BORREGO SPRINGS – The amount of profile-raising news about Borrego’s night sky is ever growing. Our website currently includes 13 articles that praise the quality of Borrego’s star gazing and laud the Dark Sky Community award.

PUBLICITY FOR DARK SKIES – We are seeing an uptick in awareness, marketing, and publicity of Borrego’s designation as an International Dark Sky Community by our local chamber of commerce and hotel marketing campaigns. The major chamber festival opening the desert season in October 2014 has a star theme, and the chamber has secured rights to a video featuring our metal statues and the night sky. Our community’s nascent marketing campaign-- Destination Borrego Springs—will feature our dark night sky.

ASSISTANCE - Coalition members gave advice to several persons involved in light pollution issues in other areas.

REAL ESTATE DEVELOPMENTS - No large real estate development occurred in 2014.

STRATEGY FOR 2015 - We plan to publicize the website and its useful material. We also expect to make an assessment of the problem lighting in town and approach the owners with suggestions for improvement. We will work with the community to publicize and educate about dark skies.



THE COALITION - The Borrego Springs Dark Sky Coalition meets at least six times a year. Skype greatly helps with attendance during the summer when five members live elsewhere. The committee currently has ten volunteer members, three of whom hold degrees in astronomy and each regularly holds star gazing sessions. Another member is a professional graphic artist who has been essential to the visual appeal of our materials. Other members are community leaders active in numerous civic organizations and planning groups. The coalition has no regular funding source, but does seek and accept donations for specific projects as needed. Some members also attend the San Diego chapter of the IDA by phone or in person.

*Submitted by Betsy Knaak, Chair, P.O. Box 310, Borrego Springs, CA 92004-0310 * borregodarkskies.org
On behalf of the Borrego Springs Dark Sky Coalition Members: Maris Brancheau, Dorothy Hogan, Dennis Mammana, Mike McElhatton, John Mosley, Jim Rickard, Grace Rickard, Sally Theriault, Sam Webb.*