



CLARK PLANETARIUM ADVISORY BOARD MEETING
Location: Virtual and In-Person Meeting
Thursday, August 17, 2023

Board attendance:

Bianca Lyon, Chair
Ahsan Iqbal, Vice Chair
Jim Brass
Jordan Hansen
Jonathan Ebbeler
Laurie Stringham
Ulrich Rassner
Michelle Love-Day
Marisol Perez Gonzalez
Rod Parker

Board, absent:

Emily Lenhart-in Chile
Tanasia Valdez
Julia Kamenetzky
Jim Karner
Madelaine Anderson
Olga Siggins
Andrea Garavito-Martinez

Others Present:

Duke Johnson
Maureen Ford
Richard Cox
Jason Sills
Anna Swenson
Anna Marie Tueller
Kunbi Adekunle
Jayceen Craven Walker
Joey McNamee
Steve Van Maren

I. CALL TO ORDER AND WELCOME at 12:37 p.m. by Bianca Lyon.

- a. Bianca asked the Board members if any of them had received public written or verbal comments to be presented to the Board. None were brought forth.

II. REVIEW OF MINUTES

- a. Bianca asked for a motion to approve the minutes for June. Rod made the motion to approve them, and Jordan seconded it. The motion was approved unanimously by the Board.

III. CURRENT BUSINESS



- a. Nominations were held for candidates interested in Board leadership positions. These included a new strategic planning position to lead and guide the Planetarium through the strategic plan process. Bianca noted that Ahsan had expressed interest in being the Chair, Jim had expressed interest in being the Vice-chair, and Rod had expressed interest in the Strategic Chair. She opened the process by asking for nominations from the Board and from the floor. Laurie Stringham nominated all three to their respective requests, and Jordan Hansen seconded the motion. There were no objections. Their approval was unanimous by acclamation.
- b. The Planetarium expresses its gratitude to Bianca for her outstanding work this last year as the Board Chair.
- c. A request was made to add to the next Board meeting agenda the creation of a new position in which the past Board President could continue to serve in a past President position.
- d. In Article 5, section 1 under Officers, the Bylaws state: Officers. The officers for the Board shall include a Board Chair and Vice Chair (the (“Officers”), who shall be Directors when they are first elected as Officers. Additional officers may be created at the discretion of the Board.

IV. PLANETARIUM REPORT

- a. Financials. Duke noted that the Planetarium has had another good performance. Kunbi said we are about \$126,000 above our budgeted revenue. We hope this continues to the end of the year. Bianca asked if this included a modest increase in ticket prices; Duke responded that the increase would not

happen until next year. Eclipse glasses are now on sale, hence the big jump in projected store revenue for October.

- b. Board member Emily Lenhart is currently at the ALMA Observatory in Chile. Duke presented pictures she had sent of her trip. Jayceen noted that Emily is a solar system ambassador, so she'll be there for a while learning. She'll then come back and share her experience. Emily also took Planetarium swag with her to share with the other teachers down in Chile.
- c. Rod presented a picture of the Keck telescopes that he received from the Observatory. Duke presented pictures of the galactic core he took on his recent trip to the Great Basin to observe the meteor shower.
- d. Duke noted that the last two positions to be filled, a graphic media artist and an education supervisor are now in the interview stages.
- e. Duke said the Planetarium was in the middle of the budget season with the County. Anna Marie said that there will be a budget meeting at the department level next week and then with the Mayor's office and the CFO on September 7th. She noted that this year's budget is conservative. The Planetarium will be fully staffed at the start of year with 34 full time employees and around 80 temporary employees by January 1st. Next in the timeline, the Mayor will present her final budget to the Salt Lake County Council on October 24th. A public hearing and adoption is scheduled for December 5th. The budget will go into effect on January 1st, 2024. Jordan asked if the Planetarium maintains a reserve account with the County that is separate from the budget. Anna Marie said that the Planetarium has a fund

balance, and the Planetarium is required to maintain 5% of our base budget, plus any new requests. That's between 4 and 500,000 thousand a year.

- f. Jason went over current outcomes and indicators. These are performance indicators that are reported to the public as a measure of what has been going on at the Planetarium throughout the year. It is a county-wide requirement. He presented the current outcomes and indicators and said that the Planetarium wants to move on to a new set that is more trusted. These are building utilization, theatre engagement, net promoter score, and community programming utilization and distribution. Duke said that this supports our goals of having more usable data accessible to members within the Planetarium and will help in making decisions. We will then be able to tell our story better and be better able to strategically plan and move this organization to where it needs to be.
- g. Jason said that the Planetarium is working on a website upgrade, which we can then embed points of data, letting us know everything a modern-day e-commerce site knows. He invited everyone to come back next time and tell us what they think of the ticket buying experience. He said that it is also important to find out where people are dropping off engagement in moving through the site.
- h. Duke went over the upcoming OSIRIS REx Asteroid Sample Return Mission. The sample landing will be in the desert in Utah, and the Planetarium will be streaming the landing live. Anna said that NASA is very enthusiastic about coming to our community and sharing a lot of the cool science associated with the mission. We are

one of their primary hosts for that weekend of events, September 21st through September 24th. A lot of divisions from NASA will have activities in our lobby. These include Goddard Space Flight Center, Ames Research Center, and the Planetary Science Division. We'll also have participation from the University of Arizona, who have played a big role in the research for this project. Northrup Grumman and Hill Aerospace Museum will also have a presence in our building. She then went over the events lined up for that weekend.

- i. Anna then gave a summer retrospective of community program events, as well as a presentation of upcoming events. She then went over the Planetarium's upcoming engagement with Fan-X that will be held the same weekend as the OSIRIS REx landing. Finally, she went over the engagements planned for the upcoming eclipse in October.

V. CLOSING REMARKS

- a. Bianca Lyon adjourned the meeting at 1:37 pm.