

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, January 18, 2024

Board attendance:

Ahsan Iqbal-Chair
Jim Brass-Vice Chair
Madelaine Miller Anderson
Marisol Perez Gonzalez
Emily Lenhardt
Bianca Lyon
Rod Parker
Olga Siggins
Laurie Stringham
Tanasia Valdez

Jordan Hansen
James Karner

Others Present:

Kunbi Adekunle
Robin Chalhoub
Richard Cox
Maureen Ford
Duke Johnson
Jason Sills
Joe Stohel
Anna Swenson
Anna Marie Tueller
Jayceen Craven Walker

Board absent:

Jonathan Ebbeler
Andrea Garavito-Martinez

I. CALL TO ORDER AND WELCOME at 12:35 p.m. by Ahsan Iqbal.

- a. Ahsan did a role call by going around the group and asking what people did during the break.
- b. Ahsan asked if there were any public attendees or guests present. There were none.
- c. Ahsan 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. Ahsan asked for a motion to approve the minutes for November 2023. Bianca Lyon made the motion to approve them, and Rod Parker seconded it. The motion was unanimously approved by the Board.
- b. Ahsan talked about the presentation we made to the Utah State Legislature earlier that morning. He said everyone there had great things to say about the Planetarium and they were excited about attending Legislator Family Night. This will be held on Monday, the 5th of February. Duke said that the invitations to that event were about ready to go out. Ahsan asked that all the Board members plan to attend the event. He suggested each person pick an exhibit, learn all about it from the packet prepared by the Planetarium, and engage people for that exhibit throughout the evening. Jayceen said that we will also have Hogle Zoo, USU Extension and Ogden Nature Center tabling that night.
- c. Duke and Ahsan brought up the state of the Planetarium's funding. Ahsan said that County is reducing the budget for everyone in the County, so it will be challenging during the next year. He said it is the charge of the Board members to find ways to bring in more money to offset some of the losses that we're going to see. He suggested that the Board brainstorm ideas to figure out what each of us can do to help make up for the shortfall. He said that the Board has to take it on themselves, since nobody will do it for us. Duke said we've identified a bunch of different things that are fundable, so we're working on those.

III. PLANETARIUM REPORT

- a. Financials. Kunbi said that in December, we had a 16% increase over 2022. The Dome shows had a significant increase partly due to the Taylor Swift laser show. Jason said it is also due to our Dome science shows trending upward. He said that we're seeing more people come to the Planetarium just for these science shows, while the demand for IMAX shows is staying relatively flat. Duke said people really want the immersive content of the Dome theater. He said that we've also focused on ensuring a great customer experience over the last year. Richard said that the little things that we can do as a staff to make customers feel better, see better, and experience better will eventually add up. Kunbi then presented December's projections versus actuals.
- b. Jason said that we need good focus across the planetarium so that we can continue to provide services. He then presented key 2024 initiatives. January through April will focus on strategic planning and management. April through December will focus on market research. Throughout the year, we will also look into new revenue streams: grants, sponsorships, the naming of exhibits and the new expansion space, donations, and fee-based programs. These programs can include a monthly speaker series with revenue coming from sponsors, adult programming like Clark After Dark, youth programming, and fundraising events.
- c. Richard went over the upcoming scheduling for the Dome theatre and the IMAX theatre.

- d. Anna gave a summary of the 2023 community programs offered. There were 271 programs and 67,062 total participants.
- e. Anna mentioned that our volunteer program is up and running. We brought in the first round of volunteers for an orientation and kick off on November 17th, and we have our next orientation scheduled for tomorrow. So far, we have 18 volunteers and they've served around 49 hours. They've had a really good time so far, and we've heard a lot of great things about their experiences.
- f. Jason went over the proposed speaker series, *Pulse of the Planet*, which will be in collaboration with Salt Lake Community College. This series will be scheduled for the second Thursday of every month, January through April. The first two will align with member night theatre screenings, which we're looking to continue that alliance. Our first event, presented earlier this month, featured Dr. Maura Hahnenberger and her presentation on the Great Salt Lake. She gave an excellent lecture and each slide presented something new to learn. Over 80 people attended, which was an excellent number considering we put this together in December and it was snowing outside. We are also looking to go to the SLCC campus with star parties, presentations, and career talks. This first lecture was so successful, it's hard to imagine it could have turned out better.
- g. Anna went over upcoming Community Programs events.



IV. CLOSING REMARKS

- a. Ahsan adjourned the meeting at 1:56 p.m.

FINAL