

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, February 15, 2024

Board attendance:

Ahsan Iqbal-Chair
Jim Brass-Vice Chair
Madelaine Miller Anderson
Andrea Garavito-Martinez
Emily Lenhardt
Bianca Lyon
Rod Parker
Laurie Stringham
Tanasia Valdez

Board absent:

Jonathan Ebbeler
Marisol Perez Gonzalez

James Karner
Olga Siggins

Others Present:

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

- I. **CALL TO ORDER AND WELCOME** at 12:38 p.m. by Ahsan Iqbal.
- a. Ahsan did a role call by going around the group and asking what people did physically in the last few weeks.
 - b. Ahsan pointed out that since there wasn't a public notice of this meeting (February 15, 2024) posted 24 hrs or more before the meeting began, the minutes from the January meeting could not be approved. They will move to the March board meeting for approval.
 - 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. CURRENT BUSINESS

- a. Ahsan talked about the Legislature Family Night that happened on February 5th and thanked everyone who supported the event. Rod mentioned one senator was surprised by the statistics of how many people visit Clark Planetarium as well as how many are served throughout the state by the programs the Planetarium offers. Duke thanked the Board members for their participation at the event and for their continued support of Clark Planetarium.
- b. Ahsan brought up the need to diversify the funding stream for the Planetarium. He reminded everyone that having many avenues for funding will help to offset the current budgeting constraints. Duke echoed this and asked everyone to identify companies who are willing to fund programs. This would allow the Planetarium to continue with all the school and community programs currently in place and for future growth. There was also a conversation about the County's new 501c3 status and how to use that to leverage individual donations that are matched by their employer.

III. PLANETARIUM REPORT

- a. Financials. Kunbi said that all Dome shows continue to be impressive and have brought in \$78,000. The Taylor Swift laser show continues to sell very well. She

also mentioned that comparing 2024 to 2023, Clark Planetarium is about 11% higher than last year and trending over the targeted budget.

- b. Strategic Planning. Jason Sills touched on the key 2024 initiatives plan and mentioned that the next part of the plan includes a SWOT Analysis offsite training happening 02/21/24. This training is a way to take the mission, vision, and values of Clark Planetarium and create strategic pillars, objectives, initiatives, and metrics. Planetarium management can then move forward on implementation and determine ways to measure progress. This method brings in the perspective of all departments in the Planetarium and accounts for internal culture and learning. It looks at the organization as a whole and how it can achieve its mission. Duke and Rod thanked Jason Sills for bringing his experience and expertise to the Planetarium.
- c. Duke discussed the new space on 400 South and that the paperwork is going through now with an anticipated soft opening on September 15, 2024. Also discussed was that the Planetarium staff is working on plans for fee-based programming that will utilize the new space. New programming would currently use existing staff.
- d. Jason Trump talked about a new program, Science Communication Contest for 6th grade students from Utah, that occurred from September to December of 2023. Participating students were able to select a project based on one of the Utah 6th grade SEED standards. There were about 100 students from 5 different

schools who created projects for this contest. The winners and their families were invited to attend an awards ceremony at the Planetarium on the evening of February 15th. Jason mentioned the impact this program has in getting people to the Planetarium who may not otherwise attend. The expectation is to continue this program next year and to hopefully find funding from outside the Planetarium.

- e. Jason Sills discussed the Community Programs numbers for January. In January, there were 13 different programs serving 1,916 participants. These numbers are lower than other months due to the cold winter weather, though the Women and Girls in STEM event had slightly higher year over year numbers.
- f. The discussion then moved to the *Pulse of the Planet* event which is in collaboration with Salt Lake Community College. Jason pointed out that the February event, which was the second in the series, had a respectable turnout, similar to the first speaker event. February's Pulse of the Planet featured SLCC geology students who discussed their projects. The March topic will be on primates while April will feature pollinators.
- g. Ahsan started a quick discussion about eclipse glasses and the option to purchase them for \$1 each when buying 100 of them at a time. This could allow for outreach opportunities at work or in local neighborhoods and communities.
- h. Jayceen brought up the Board assisting with presentations on Capitol Hill and how helpful that is to increase awareness of Clark Planetarium to our

representatives. Clark Planetarium, along with other ISEE members, collectively asked for \$607,000 as recommended by a fiscal analyst. The amount that was approved was \$238,000 to be split among all the ISEE members. Also, ISEE and POPs groups will, if it gets funded, receive an inflationary adjustment every year according to the weighted pupil unit. This will help to decrease the workload each year when asking for funding adjustments due to inflation.

- i. Bianca Lyons discussed the University of Utah science and engineering fair for student in 5th grade through 12th grade. It is back to being fully in-person this year, since the pandemic caused it to be virtual. She mentioned it in context of making everyone aware for the Northern Utah area.

IV. CLOSING REMARKS

- a. Ahsan adjourned the meeting at 1:39 p.m.