



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, March 21, 2024

Board attendance:

Ahsan Iqbal-Chair

Jim Brass-Vice Chair

Jonathan Ebbeler

Andrea Garavito-Martinez

Bianca Lyon

Priscilla Hansen Neve (Board Member pending
final confirmation)

Rod Parker

Olga Siggins

Emily Lenhardt

James Karner

Laurie Stringham

Tanasia Valdez

Others Present:

Kunbi Adekunle

Robin Chalhoub

Richard Cox

Maureen Ford

Duke Johnson

Anna Swenson

Anna Marie Tueller

- I. **CALL TO ORDER AND WELCOME** at 12:37 p.m. by Ahsan Iqbal.
 - a. Ahsan did a role call by having each person state their favorite hobby.
 - b. Ahsan delayed approval of the January and February board minutes until later in the meeting when there would be a quorum of board members in attendance.
 - 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 forward. He also reiterated that the Clark Planetarium Board will accept public comments regarding Clark Planetarium business in the following formats:
 - i. Written comments may be submitted to Clark Planetarium Board of Directors no later than two hours prior to the meeting start on the day of the meeting.



- ii. Verbal comments of less than two minutes presented directly to the board will be accepted at the beginning of the Clark Planetarium Board meeting.

II. CURRENT BUSINESS

- a. Ahsan discussed Board Member applications and the need for 7 seats to be filled by summer. This meeting is the last call for applications before the interviewing process begins.
- b. Ahsan asked for a motion to approve the January and February 2024 minutes. Jim Brass moved for approval and Bianca seconded. The minutes were approved by the Board.
- c. Duke started a discussion of the upcoming total eclipse and mentioned that many will be going to Texas due to the better chances of viewing the eclipse with the least amount of cloud cover. He also mentioned that the visible corona during the eclipse will be different this time because we're near solar maximum. Additionally, having a polarized filter to view the eclipse, during totality only, will allow for viewing different aspects of the sun. Rod brought up that a comet was supposed to be visible during totality. Duke replied that the current magnitude of the comet is only +7, so it may be too dim to see, though it may be possible. Eclipse glasses are still available for sale. Duke asked everyone to share photos of the eclipse that can then be shared in the April board meeting.

III. PLANETARIUM REPORT

- a. Financials. Kunbi said February was an amazing month for the Planetarium. Clark Planetarium saw an increase of about 31% from this time last year. Laser Taylor Swift is still going strong as well as the Mesmerica show in the Northrop Grumman IMAX® Theatre. The concessions sales are also very strong and likely correlate to the later showings of Mesmerica.
- b. Staffing. Anna Marie discussed the current openings at the Planetarium, including the fact that interviews have begun for the position of Retail Store Buyer.
- c. Duke talked about the 400 West project and the fact that demolition is about a month ahead of schedule. The expected time to finish is sometime in August. Planetarium staff are currently working on programs that will be offered in the new space as well as seeking out naming sponsors for both the building as well as both classroom spaces.
- d. Board Recruitment. Duke mentioned that there are only about two weeks before the closing date for board member applications. He also recognized Priscilla Hansen Neve as a new board member (pending final confirmation).
- e. Strategic Planning. Duke briefly summarized the status of the strategic planning process. Currently, the first couple of preliminary meetings with staff have occurred and management is working to distill that information into the Pillars of



Focus. Once more staff input is garnered and the plan expanded, it will be presented to the board for further involvement.

f. Richard talked about the continued success of *Laser Taylor Swift* in the Hansen Dome Theatre as well as *Mesmerica* in the Northrop Grumman IMAX® Theatre.

He pointed out that President's Day weekend is the Planetarium's most successful weekend of the year. Rod questioned if we know whether the increased sales that weekend was due more to visitors to the area or locals. Richard said the Planetarium does capture that data, but that it hadn't been analyzed.

g. Anna discussed the Community Programs numbers for January. In January, there were 24 different programs serving 2,492 participants. One popular, multi-week program, called Astro Tots, began again. Also, with the weather improving, star parties have begun. There will also be heavy community involvement with the upcoming eclipse as well as a collaboration with Utah Symphony for a symphonic rendition of *Secret of the Cardboard Rocket* on April 13.

IV. CLOSING REMARKS

a. Ahsan adjourned the meeting at 1:22 p.m.