

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, April 18, 2024

Board attendance:

Ahsan Iqbal-Chair

Madelaine Miller Anderson

James Karner

Emily Lenhardt

Bianca Lyon

Priscilla Hansen Neve (Board Member pending final confirmation)

Rod Parker

Laurie Stringham

Tanasia Valdez

Marisol Perez Gonzalez

Olga Siggins

Others Present:

Kunbi Adekunle

Richard Cox

Jayceen Craven Walker

Andrea Doubek

Maureen Ford

Duke Johnson

Shawn O’Kane

Scott Sherrick

Jason Sills

Anna Swenson

Anna Marie Tueller

Board absent:

Jim Brass-Vice Chair

Jonathan Ebbeler

Andrea Garavito-Martinez

- I. **CALL TO ORDER AND WELCOME** at 12:33 p.m. by Ahsan Iqbal.
 - a. Ahsan initiated role call and had each person share what they did for the eclipse.
 - b. Ahsan introduced his guest, Shawn O’Kane, who has applied for a position on the Board.
 - c. Ahsan 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. PLANETARIUM REPORT

- a. Strategic Planning. Due to Jason Sills having a last-minute, conflicting award ceremony, this part of the Planetarium business was discussed out of order from the meeting agenda.
- b. Jason updated the Board on where in the planning stages the Planetarium is currently. The SWOT Assessment and Strategic Themes are both complete and Jason anticipates getting the Objectives and Strategy Map done by the end of May. Performance Measures and Metrics and the Strategic Initiatives will be worked on in June.

III. CURRENT BUSINESS

- a. Ahsan asked for a motion to approve the March 2024 minutes. Laurie Stringham moved for approval and Bianca Lyons seconded. The minutes were approved by the Board.
- b. Ahsan addressed the upcoming Board member vacancies. He asked current Board members to think about nominations for Chair and Vice-Chair and asked for those to be sent to him. The May board meeting will then have a proposed candidate list available with voting occurring in the June board meeting. Since

there is no July meeting, the new Chair and Vice-Chair will begin their term starting in August.

- c. Conversation continued about the desire to have a more structured way of retaining the expertise of past Chairs and a continuity of leadership by having past Chairs mentor new Chairs and Vice-Chairs. This has been informally happening but needs a change in the by-laws to formalize. Laurie Stringham offered to work on rewriting the by-laws. Ahsan asked the Board if they'd like to move forward with making these changes official and the Board agreed.
- d. Duke pointed out that there will be 7 Board vacancies, as of August, and that there are 7 applications currently received. There is a particular need for representation from Districts 2 and 5. Duke also asked if everyone was willing to do an online poll to see whether a different meeting time would work better for board members. It was agreed to do a poll to find a better meeting time.

IV. PLANETARIUM REPORT

- a. The April 8, 2024 Eclipse. Duke discussed what the Planetarium did with the large number of remaining eclipse glasses. While many were sold and the original purchase was entirely paid for with existing sales, there were still 80,000 pairs of glasses left. As a team, the Planetarium worked together to provide free eclipse glasses to families and facilities in the Salt Lake County area. These facilities included the county library system, local colleges and universities, as well as numerous smaller community groups.

- b. Financials. Kunbi Adekunle explained that March figures show the Planetarium is still doing well financially. She pointed out that the large increase in exhibit sales is due to purchases of Clark Planetarium exhibits from a few very large institutions, including MSI Chicago, Munroe Science Center, and Adler Planetarium. Ahsan pointed out that word of mouth can help with getting information out about the affordability of event rentals held at the Planetarium. Additional conversation followed about the reasoning behind the popularity of our Hansen Dome Theatre shows, particularly the Laser Taylor Swift show. It seems that the initial marketing push for Laser Taylor Swift, coupled with an apparently significant word of mouth, has kept sales strong.
- c. Staffing. Anna Marie discussed the current openings at the Planetarium. She mentioned that an offer for the Store Buyer position has gone out to an individual and will hopefully be filled soon.
- d. New People Counting System. Scott Sherrick gave an informative presentation about the Planetarium's new people counting system and how it works. The hope for this system is that it will facilitate better guest experience management. It will allow Planetarium staff to understand the needs of guests (how many come in for shows, exhibits only, events, etc) and be able to staff for those needs more effectively.
- e. Community Programs. Anna discussed the Community Programs numbers for March. In March, there were 29 different programs serving 4,513 participants.

One of these programs was the annual Egg Drop Engineering Event, which was well attended. Community Programs was able to provide representation for the Planetarium, along with a popular exhibit the Planetarium created, in the lobby at the Neils De Grasse Tyson lecture at the Eccles Theatre.

- f. Marketing. Jayceen brought up the TV spot she did for Fox13 that focused on the *3-2-1 Liftoff!* premier and memberships. The news team was very engaged and excited to be part of the experiments and seemed to enjoy their time spent at the Planetarium.

V. CLOSING REMARKS

- a. Ahsan adjourned the meeting at 1:53 p.m.