



## CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, August 15, 2024

### Board attendance:

Jim Brass-Chair  
Rod Parker-Vice Chair  
Madelaine Miller Anderson  
Joe Bauman  
Andrea Garavito-Martinez  
Ken Gritton  
Mike Maxwell  
Bob Moore  
Priscilla Hansen Neve  
Patrick Neville  
Shawn O'Kane  
Michelle Schmitt  
Laurie Stringham

### Board absent:

Jonathan Ebbeler  
Emily Lenhardt  
Marisol Perez Gonzalez  
Tanasia Valdez

### Others Present:

Richard Cox  
Duke Johnson  
Maureen Ford  
Jason Sills  
Anna Swenson  
Jayceen Craven Walker  
Craig Wangsgard

#### I. CALL TO ORDER AND WELCOME at 12:36 p.m. by Jim Brass.

- a. Jim called for any public comments that needed to be addressed; there were none. He stated that written comments can be submitted to Clark Planetarium Board at 110 S 400 W, Salt Lake City, UT 84101.
- b. Jim asked if anyone had any questions or comments on the June 2024 board meeting minutes. Rod asked about the Past Chair position and what Lori meant by having staff work on it. Lori stated that she meant to support Clark Planetarium staff who would work on the by-law to have a Past Chair position.





- c. Jim requested a motion to approve the June 2024 minutes. Rod moved for approval and Laurie seconded. The minutes were approved by the Board.
- d. Jim welcomed all the new board members and asked everyone introduce themselves.

## II. CURRENT BUSINESS

- a. Jim began with an explanation of board member duties and expectations for the new members.
- b. Craig Wangsgard, from the Salt Lake County District Attorney's Office, proceeded to read the Open Meetings Act.
  - i. The Open Meetings Act requires advisory boards to follow specific guidelines which keeps information and meeting discussions available and open to the public with limited allowances for closed meetings.

## III. PLANETARIUM BUSINESS & DISCUSSION

- a. Duke gave an orientation to the Board, particularly the new members, about the mission of Clark Planetarium and some insight into how it functions.
  - i. Finances. The total operating budget of Clark Planetarium is about \$8.2 million per year (not including capital projects) with about half coming from Salt Lake County. The remainder of the budget is from an approximate \$1 million from the Utah State Board of Education and \$3 million through gate receipts, fund raising, concessions and store sales.



ii. Fundraising. Jim let the Board know how important fundraising will be moving forward. Currently, Clark Planetarium is constrained by the size of the current building as well as needed upgrades, such as a new dome theatre. The plan is to make a large push with fundraising to enable improvements for Clark Planetarium. There was a discussion about the different needs of Clark Planetarium as well as the plans for the upcoming Smith Group downtown changes. This conversation included options Salt Lake County is investigating.

1. Jason Sills spoke about the consulting firm, Mighty Penguin, who is currently contracted and working on a grant writing strategy for Clark Planetarium. They will also be doing some grant writing along with looking into naming rights and sponsorship opportunities. Duke informed the Board that there will be a more detailed presentation in an upcoming meeting.
- b. Financials. Duke explained that the Planetarium is doing well in all aspects other than the store. He pointed out that the Planetarium was without a store buyer for numerous months and the new employee, who now oversees the store, is still working on getting the store set up to work optimally with new products still arriving. Expectations are that the store numbers will start reaching anticipated sales soon. All other departments are doing well financially.



- i. T.REX. Richard shared that the new IMAX show, *T.REX*, is doing very well for the Planetarium. Jason Sills shared that the Planetarium made a large marketing push for *T.REX* and that has helped ticket sales.
- c. Education. Clark Planetarium serves every school district in Utah every year with a focus on **grades 3 and 6**.<sup>1</sup> In the 2023-24 school year, the Planetarium served 120,601 student and 5,581 teacher experiences in building, 25,470 student and 918 teacher experiences on outreach and 137 teachers through professional development.
- d. Community Programs. This department served over 27,000 people through in-building and outreach programming in 2023. Clark Planetarium offers unique events as well as recurring programming and partners with many groups throughout the valley.
- e. Science Utah. Jason discussed the new Science Utah lecture series. It is free to the public and has been doing well. The most recent lecture, *Nearby Black Holes*, required a second presentation time to accommodate the high volume of interest. Jason shared the next few lecture topics and that they will occur on the second Thursday of each month. Rod expressed his appreciation of the opportunity for deeper learning the lecture series offers the community.
- f. Community Programs Report. Anna shared the Community Programs numbers for June and July. In June there were 39 different programs serving 6,079

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<sup>1</sup> Clark Planetarium programs focus on grades 4 and 6 as per curriculum standards.



participants while July had 27 programs with 2,877 participants. There were many events that focused on solar activity as well as other recurring events, such as Warriors over the Wasatch at Hill Air Force Base.

#### IV. CLOSING REMARKS

- a. Jim adjourned the meeting at 1:48 p.m.

DRAFT