

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, September 19, 2024

Board attendance:

Jim Brass-Chair
Rod Parker-Vice Chair
Joe Bauman
Emily Lehnardt
Andrea Garavito-Martinez
Mike Maxwell
Bob Moore
Priscilla Hansen Neve
Patrick Neville
Shawn O'Kane
Laurie Stringham
Tanasia Valdez

Marisol Perez Gonzalez
Madelaine Miller Anderson
Ken Gritton
Michelle Schmitt

Others Present:

Kunbi Adekunle
Robin Chalhoub
Richard Cox
Duke Johnson
Maureen Ford
Jason Sills
Jayceen Craven Walker

Board absent:

Jonathan Ebbeler

I. CALL TO ORDER AND WELCOME at 12:35 p.m. by Rod Parker.

- a. Rod welcomed everyone and stated that he was leading the meeting for Jim.
- b. Rod asked if there were any public comments that needed to be addressed; there were none.

II. APPROVAL OF MINUTES AND POLICY DISCUSSION

- a. Rod inquired if anyone had any questions or discussion of the August 2024 board meeting minutes before moving for approval. Other board members didn't have questions, but Rod pointed out that the August minutes listed Craig Wangsgard as reading the Open Meetings Act to the board. Rod noted that



Craig summarized the Act rather than reading it in its entirety and said the August minutes should be revised. Rod also noticed that the August 2024 minutes discussed grades 3 and 6 when the grades mentioned in that meeting were 4 and 6; he suggested correcting the minutes for that as well. All agreed to those changes.

- b. Rod requested a motion to approve the August 2024 minutes. Laurie Stringham moved for approval and Priscilla Hansen Neve seconded. The minutes were approved by the Board.
- c. Rod began a discussion about the new policy on written and verbal comments for the board. Joe Bauman asked about whether the 3-minute individual speaking limit had any leeway. It was agreed that additional speaking time for public comments was at the discretion of the Board Chair. Laurie moved for approval of the policy and Jim seconded the motion. All approved.
- d. Laurie asked about the status of adding a Past Chair position to the bylaws or policies of the Board. Duke and Rod assured the board that it hadn't been forgotten and was on the list of items for later in this meeting.

III. PLANETARIUM BUSINESS & DISCUSSION

- a. Kunbi Adekunle gave her presentation about the August financials. The Planet Fun Store numbers are still down and this is likely due to the new store buyer

working through restocking items and reorganizing the store for better flow as well as product placement. It is expected that store numbers will once again start rising.

- i. Laurie asked whether some kind of pre-order purchasing or online sales for out of stock store items was a viable option. Staff members relayed previous negative experiences with shipping items and a lack of infrastructure to positively do that type of sale.
- b. As part of Kunbi's August financials presentation, Duke pointed out that the ticket sales are up substantially. Kunbi added that it was a 9% increase from 2023 to 2024. All other areas continue to do well, particularly in Concessions. Rod asked if the continued increase in concessions was due to price increases or other reasons. Duke replied by saying though price adjustments have been made continually, there has been a large push to tailor items in concessions to the shows that are playing in the IMAX theatre. This includes targeted marketing on new screens at concessions as well as themed items, like the TREX combos. This means the continued monetary increase in concessions represents an increase in volume. Kunbi finished her presentation by mentioning that the Mayor's budget proposal presentation will be on October 22 and the official public hearing and adoption will be in December.
- c. Duke discussed the annual closure that happened on September 3-5 and the maintenance and deep cleaning that happened during that time.

- d. Jason Sills updated the Board on the status of the Balanced Scorecard Initiative for strategic planning. He said the beginning of the process is nearly finalized and that he would likely have an update for the board next month.
- e. Duke gave a visual demonstration to show how many people the Planetarium serves in-building. This demonstration clearly shows how limiting and overcrowded the Planetarium's current space is. Duke then shared graphs and recent data showing the increasing visitation to the Planetarium and how the exhibit remodel in 2016 sharply increased the numbers. This data and information is part of a wider conversation about how the Planetarium is looking to future decisions and the data that will drive those choices.
- f. Richard Cox discussed how Clark Planetarium manages the Hansen Dome Theatre educational and laser shows and the Northrop Grumman IMAX Theatre. He discussed seating capacity and occupancy rates with average ticket sales for the different types of shows in each theatre. Members of the board wondered at different variables that impact ticket sales, such as similar theatres nearby, subject of show, and title.
- g. Rod shared his experience along with some photos from a Constellation Club Star Party event held at the University of Utah Observatory.
- h. Emily Lehnardt discussed her involvement with another star party that was won at auction at the 2023 Planetarium Gala. She also shared her participation at the

International Astronomical Union General Assembly and her program that brings astronomy and STEM to girls in rural Utah.

- i. Community Programs Report. Duke shared the Community Programs numbers for August. There were 30 different programs serving 4,082 participants.
- j. Duke acknowledged the lack of time remaining in the meeting to address the previously discussed Past Chair position on the board and he requested to add it to the October agenda. It was agreed to move it to next month's meeting.

IV. CLOSING REMARKS

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