

Board Members in Attendance:

Thomas Kessinger  
Sarah Longoria  
Sabrina Martinez  
Jeff Driggs  
Lana Taylor  
Hannah Nielsen  
Kathy Davis  
Caitlyn Tursic  
Travis English

Excused:

Matthew Coles  
Susan Koles-Rickman  
Torle Nenbee

Council Staff:

Andrew Shaw  
Lindsey Day  
Laurel Cannon Alder

Guests:

Richard Taylor

September 18<sup>th</sup>, 2024

BOARD MEETING

5:30 – 7:00 P.M. (Anchor location: 54 Finch Lane Gallery)

## **AGENDA**

### **I. Call to Order and Welcome Guests & Introductions**

Mr. Kessinger calls the meeting to order and the Board sends their well wishes to Ms. Longoria and Mr. Taylor for their service.

### **II. Arts Event Discussion**

Mr. Kessinger invites the Board members to speak on their engagement with local arts this past month.

### **III. Approve Board Meeting Minutes – August 2024 (Action)**

Kathy Davis Moves to approve the minutes.  
Travis English Seconds

All others in favor.

Ms. Martinez and Ms. Longoria abstained.

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#### IV. Management

##### A. Program/Administrative Updates

- i. Twilight Concert Series Update (Action)-Felicia Baca

Ms. Baca provides a recap of last month's presentation including the recently declared 5,250 ticket sales cap from the Gallivan Center as well as the increased production costs being experienced nationwide which creates a budget shortfall for in the Council's forecasted budget. It also impacts our contracted concert promoter for the event because they earn a portion of their revenue from concession sales which will presumably decrease. The Council proposes that ticket prices be increased to a minimum of \$20 and that we increase the amount we pay our contracted promoter by \$30,000 for 2025 to ensure continuity of the series in 2025.

Ms. Longoria inquires about why we would pay our contracted promoter an additional \$30,000 on top of the contracted amount. Ms. Baca replies that the \$30,000 is the expected loss from the reduced ticket sale cap, reduced merchandise and concessions, and additional production costs. When we produced the event in house it cost \$1.5 million. So by contracting for the production of Twilight, we may not share in the upside of the event, but we carry no risk year to year. This results in the same level of service at a 90% discount to city budgets.

Mr. Driggs questions the fairness of the Gallivan Center increasing production costs at the same time they lower capacity. Ms. Baca replies that it is a change of policy. He then asks whether there are other venues to host Twilight. Ms. Baca replies that we tested different sites but they are cost prohibitive. Even with the ticket sales cap, it is more cost effective to host the series at Gallivan than to produce one-off concerts in non-traditional venues. Ms. Baca acknowledges the need to find a long-term strategy to find a home for Twilight.

Ms. Davis asks about how the lower cap results in lower revenues overall even with increased ticket sales. Ms. Baca says that if we raise the ticket price to \$20, that offsets the ticket sales caps, but it does not displace the food and beverage revenue.

Ms. Taylor inquires whether it's possible to make a profit if we sell out every concert. Ms. Baca replies that our revenue share cap remains the same at \$30,000.

Mr. Kessinger asks about whether the RDA would consider placing a budget item in their budget to offset these costs instead of placing it on the backs of ticket holders. Ms. Baca replies that the RDA states it already subsidizes our event, through low venue costs etc. Ms. Baca highlights that many other events are leaving the Gallivan center. Ms. Baca understands that this is an issue we will need to address in 2026, and is optimistic about a budget request from the City Council that would allow Twilight to evolve into new venue spaces.

Ms. Longoria asks about whether we are going to ask for more money from the City, just to give it back to the City. Ms. Baca explains that the RDA is a taxing entity, but is not actually Salt Lake City, however her point is well taken.

Ms. Nielsen asks about whether there is a reason as to why capacity at Gallivan Center has been reduced year over year. Ms. Baca replies that at 8,000 ticket sales was the highest capacity ever allowed, however at a high realization rate, 8,000 people can feel too tight. 7,000 was workable, but the Gallivan Center stated there were safety concerns. There has never been an issue reported to the Council by the Fire Marshall. In addition they are going through a master-planning process and have been told that reducing capacity is a best-practice.

Ms. Longoria questions rhetorically whether the RDA is trying to kill the Gallivan Center.

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Ms. Tursic moves to approve the increase in ticket price to \$20 and the increase of contract amount \$30,000.

Sabrina Martinez seconds.

In favor:

Thomas Kessinger  
Sabrina Martinez  
Lana Taylor  
Hannah Nielsen  
Caitlyn Tursic  
Travis English

Opposed:

Jeff Driggs  
Kathy Davis  
Sarah Longoria

The motion is successful with five voting in favor and three voting against.

#### ii. Wake the Great Salt Lake Update - Andrew Shaw

Mr. Shaw provided an update on the Wake the Great Salt Lake project including highlighting each of the 12 artists selected thus far to contribute to the temporary art installations.

Mr. Kessinger thanks Mr. Shaw for his presentation. A list of artists and more information can be found at <https://wakegsl.org>.

#### iii. CIP Process Updates

Ms. Baca relays that the “1% for Art” totalled about \$160,000 and the City Council highlighted the Councils work by awarding an additional \$40,000 for the public art program.

In addition, the Council received \$500,000 for renovations to the Art Barn to the building.

### **IV. Budget/Financial**

#### A. Review of Financials – Caitlin Tursic

Ms. Tursic provides a review of the financials. The financials are in good standing.

### **V. Board**

#### A. Evaluation Reminder

The evaluation has been updated. The Board evaluation will be sent to every Board member and a response is highly encouraged.

#### B. Vacancies and Recruiting Update

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Three new Board applications have been received and they will be presented to the Board in the near future.

The Board is always invited to recruit Salt Lake Residents to apply. Districts 2, 3, and 4 are in need.

#### **VI. Public Comment**

No public comment was offered.

#### **VII. Other Business**

No other business discussed.

Ms. Tursic moved to adjourn. Mr. Kessinger seconded.

The meeting is adjourned.