



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, January 16, 2025

Board attendance:

Rod Parker - Chair
Madelaine Miller Anderson
Joe Bauman
Mike Maxwell
Bob Moore
Priscilla Hansen Neve
Patrick Neville
Shawn O'Kane
Natalie Pinkney, Councilmember
Michelle Schmitt
Tanasia Valdez

Marisol Perez Gonzalez
Ken Gritton
Emily Lehnardt

Others Present:

Kunbi Adekunle
Robin Chalhoub
Richard Cox
Jayceen Craven Walker
Maureen Ford
Duke Johnson
Jason Sills
Robert Sampson
Anna Swenson
Anna Marie Tueller

Board absent:

Jonathan Ebbeler
Andrea Garavito-Martinez

I. CALL TO ORDER AND WELCOME at 12:36 p.m. by Rod Parker

- a. Rod Parker welcomed everyone and asked if there were any public comments that needed addressed; there were none. He also introduced Natalie Pinkney, the new Salt Lake County Councilmember of the Board.

II. APPROVAL OF MINUTES AND POLICY DISCUSSION

- a. Rod asked if anyone had any questions or comments from the November 2024 board meeting minutes before moving for approval.



- i. Mike Maxwell motioned for approval of the November 2024 minutes and Shawn O’Kane seconded. The minutes were approved by the Board.
- b. Discussion of the Chair position. Rod announced that Jim Brass had to resign due to personal reasons and that, according to the Board by-laws, Rod became the Chair. He expressed deep thanks to Jim for all his time and support by reading a prepared statement.
 - i. “On January 8, 2025 board chair Jim Brass informed planetarium leadership that personal reasons have compelled him to resign his position as chair and as a member of our advisory board. Jim was in his fourth year as a board member. During that time, he has given freely of his time and has proven himself to be a staunch advocate for the planetarium and its mission in our community. His unique experiences in city government, and later his work for the Murray Children’s Pantry, gave him unique insights that have been invaluable to our work as a board. His contribution will be greatly missed. We wish to express our gratitude to him for his service and our best wishes as he attends to the personal reasons that necessitated his premature departure from the board.”
 - ii. This means the position of vice-chair is now open for those interested. Rod described the general duties of vice-chair and asked that anyone interested in the position for themselves or a nomination, to contact Duke Johnson or Jayceen Craven Walker.

- c. Rod then pointed out that there are two events coming up that need the support of the board members: Legislator Family Night on January 28 and support for the Legislative Break on February 6. These are two events where the board members are able to help legislators understand the importance of Clark Planetarium in the community.

III. PLANETARIUM BUSINESS & DISCUSSION

- a. Duke Johnson thanked Rod Parker for stepping up into the role of Chair.
- b. Kunbi Adekunle presented the 2024 financials and announced that the required personal savings for Clark Planetarium is now at approximately \$200,000 and about \$150,000 in operations. Additionally, revenue was up in numerous areas of the Planetarium with an overall 6.9% increase year over year.
 - i. Duke brought up the hard work of all the Planetarium staff for making the increases possible.
 - ii. Rod asked about how Clark Planetarium accounts for revenue and operating margins. Kunbi replied that those different numbers are done and accounted for, but not added to the presentation slides. Currently, the margin for the store is approximately 48% and the new store buyer is working to increase that number.
 - iii. There was some discussion on the particular items in the revenue numbers, like the strong increase in the Building Rentals category as well as the continued high sales in concessions.

- c. Duke played a local news article highlighting the USA Today's Best Planetariums in the US list, of which Clark Planetarium is currently ranked number 12 out of 20. He shared the link for voting with the hopes that the planetarium will be able to get in the top 10.
- d. Anna Marie Tueller introduced the supervisors and manager of the Guest Experience Team, outlining their roles and responsibilities. She also took a moment to recognize their dedication and hard work, especially given that all team members were hired into their positions in 2024.
- e. Richard Cox explained the new people counting camera system that was installed at the end of 2023, which has helped show that the planetarium had over 600,000 individuals come through the doors in 2024.
- f. Anna Marie brought up the facility improvements that occurred in 2024. The planetarium got a new 25-year warranty roof and the Learning Space is now open and being used for classes. She also shared that exhibit sales in 2024 were \$174,810 with another \$123,000 in the bank for contracted exhibits not yet shipped.
- g. Richard Cox gave an update on theatres and explained how some of the shows have ticket sales that point to many new individuals coming into the planetarium. He also gave a short preview of some of the upcoming shows for 2025.
- h. Duke shared all the work the exhibit team is doing. He described the process that happens to get new learning games and interactive exhibits on the floor.

Currently, Clark Planetarium is testing two new exhibits in the lobby and is seeking feedback from everyone.

- i. Duke then presented the approved 2025 capital projects list. Robin Chalhoub informed everyone that the money for the capital projects comes from the TRCC (Tourism, Recreation, Culture and Convention) fund, also known as the tourism tax. It comes from sales at places like hotels, restaurants, and rental car companies.
- j. Jason Sills updated the Board on the Strategic Management System. He pointed out that due to some significant change initiatives, leadership is learning about how to lead major change initiatives before moving forward. The strategy map and initiatives should be available to look at during the February board meeting.
- k. Anna Swenson presented the 2024 annual Community Programs numbers: there were 322 programs with 48,434 participants. For 2025, that team is looking to improve the quality of the programs rather than increasing the numbers of participants or offerings. She also shared a list of some of the upcoming classes that are happening in the next couple of months, including a revenue generating recurring event called Clark After Dark.

IV. CLOSING REMARKS

- a. Rod adjourned the meeting at 1:40 p.m.