



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, February 20, 2025

Board attendance:

Rod Parker - Chair

Joe Bauman

Andrea Garavito-Martinez

Ken Gritton

Emily Lehnardt

Mike Maxwell

Bob Moore

Priscilla Hansen Neve

Patrick Neville

Shawn O'Kane

Natalie Pinkney, Councilmember

Tanasia Valdez

Jonathan Ebbeler

Marisol Perez Gonzalez

Michelle Schmitt

Others Present:

Kunbi Adekunle

Richard Cox

Jayceen Craven Walker

Maureen Ford

Duke Johnson

Misty Morris

Jason Sills

Laurie Stringham, Councilmember

Anna Swenson

Anna Marie Tueller

Board absent:

Madelaine Miller Anderson

I. CALL TO ORDER AND WELCOME at 12:34 p.m. by Rod Parker

- a. Rod Parker welcomed everyone and asked if there were any public comments that needed addressed; there were none.

II. APPROVAL OF MINUTES AND CURRENT BUSINESS

- a. Rod asked if anyone had any questions or comments from the January 2025 board meeting minutes before moving for approval. He asked Jason Sills for a definition clarification on the January board minutes where "the strategic management system" was used and whether it was the appropriate term. Jason



confirmed that it was an acceptable term to use. Otherwise, there were no questions concerning the January 2025 minutes.

i. Joe Bauman motioned for approval of the January 2025 minutes and Mike Maxwell seconded. The minutes were approved by the Board.

b. Discussion of the Vice Chair position. Rod pointed out that Mike Maxwell is the only board member who expressed interest in the vice chair position and nominated him for that role. Rod then asked if there were any other nominations; there were none. Bob Moore motioned for Mike to be Vice Chair and Shawn O'Kane seconded. The board approved.

c. Rod discussed how well the January 2024 Legislator Night went – how important it is to have the legislators and their families come to enjoy and understand what Clark Planetarium is and what services are provided to the community. He also mentioned that the Legislature Break didn't go well and had to be cancelled due to not enough people available to help. Rod pointed out that it was likely due to not giving the board members enough notice before the event. Next year's Legislature break will be January 22, 2026.

III. PLANETARIUM BUSINESS & DISCUSSION

a. Duke Johnson shared that Clark Planetarium placed in the top 10 for USA Today's Readers Choice, Best Planetariums in the US.

b. Rod shared photos of Mars, Jupiter, and the Moon that he took through his telescope.

- c. Joe Bauman shared his experience with having Clark Planetarium Education staff come present at a Utah Astronomy Club meeting. He was grateful to the staff for not only educating school students each day but happily participating in other events and sharing science with other community groups.
- i. Jason Sills added that the planetarium employee, David Black, who presented at the Utah Astronomy Club meeting is the same one who came up with Clark Planetarium's Cosmic Creator Challenge. This annual challenge allows students an opportunity to come up with varied projects about science, have them judged, and then be showcased at Clark Planetarium. This is one example of the innovative way staff at the planetarium reaches out and engages all types of audiences and interest levels.
- d. Duke shared his experience going to the world's largest gem and mineral show in Tucson to buy meteorites. He brought in a few pieces to let the board members see.
- e. Kunbi Adekunle presented the January financials and announced that 2025 was off to a great start. In particular, the store revenues are up, as anticipated, and have a nearly 8% increase from January 2024. Despite not having the wildly popular Laser Taylor Swift show this January, all numbers continue to trend positively. Comparing January 2024 to January 2025 shows a 64.3% increase in revenue.

- i. There was good discussion about how well the exhibits are selling to other planetariums and science facilities. The sales cover a wide range of other planetariums, from large and well-known institutions such as Adler Planetarium and Michigan Science Center, to smaller facilities like Rancho Mirage Library in California. This success is attributed to the way Clark Planetarium has set pricing to support all types and sizes of institutions. Additionally, there was conversation covering how Clark Planetarium sells the exhibits and what components do or don't come with the purchase.
- f. Anna Marie Tueller introduced the fiscal staff and their long list of annual tasks. She pointed out that despite being such a small team compared to other fiscal teams in the county, it handles an 8-million-dollar budget. Anna Marie congratulated them on a great job done over the last year.
- i. Rod expressed, on behalf of the board, his appreciation for that team and for all they do with their limited resources.
- g. Richard Cox updated the board on the theatres and how well recent shows have been doing. The data captured shows the recent occupancy rate has been good. Additionally, some of the new shows have a lower member ticket rate and a higher general ticket rate, meaning Clark Planetarium is getting an increased number of individuals who are new to the facility. Conversely, other shows have a high number of member tickets, which demonstrates that Clark Planetarium is finding ways of reaching out to both the highly-valued member group as well as

enticing new guests to the planetarium. Richard also shared a few of the new shows coming in the next few months.

- h. Jayceen Craven Walker shared some legislative funding updates. In the past, the POPs (Professional Outreach Programs to schools) and iSEE (informal Science Education Enhancement) groups were one line item, but were bifurcated about 10 years ago. There are 25 organizations between POPs and iSEE and all were seeking the same annual inflationary adjustment request of legislators. Since legislators repeatedly told the groups that there was no ongoing funding now, it was decided to take a one-time funding. Currently, the iSEE/POPs request is still at the top of the House priority list. This means the iSEE collective would receive \$442,000 and the POPs would receive \$245,000, to be disseminated according to the ratio of current allocation allotted by the USBE. The decision will be made by February 28, 2025.
- i. Duke thanked Jayceen for all the hard work she does for funding.
- i. Jason Sills gave the board an update on the strategic management system process. Since many board members are new, he first provided an overview of what a strategic management system is. He then shared that the mission and strategic objectives and initiatives have been selected and identified and are ready to roll out to the planetarium staff at the February all-staff meeting. It will also be presented to the board at the March meeting.

- j. Duke thanked all the board members for their time and assistance. He acknowledged that since time was running out, he would wait on his presentation so that Bob Moore had the chance to share a project he's been helping with at Clark Planetarium.
- k. Bob shared his process of helping with the capital project to create a plan to reorganize the basement office space at Clark Planetarium. He explained that the current plan is aimed at grouping departments together in a way that makes sense for project completion as well as taking care of current limitations of space or supplies. All of this is to enable better efficiency for employees. Bob thanked Kunbie and Anna Marie for all their help with the project.
- l. Anna Swenson shared the Community Programs numbers for January 2025: there were 21 programs with 1,210 participants. Community Programs participated in the Natural History Museum of Utah's astronomy night as well as numerous school STEM nights where they can share what the planetarium does with students throughout the valley who haven't been to the facility. She also pointed out that the volunteer program is going well and has attracted many individuals who are incredibly passionate about sharing science with the community. Anna also shared the positive experience of being able to hold programs, such as Astrotots, in the new Learning Space.
- m. Duke brought up the fact that there are openings coming up on the board and the desire to try to keep the cycle of bringing on multiple new people at the same

time with more structured on-boarding. He also mentioned that having new members set up by the June meeting, before the July break, means they are ready to go in August. Numerous board members asked about qualifications desired for new members. Duke described a few desired traits and preferred connections and Jayceen reminded the board that prospective members need to apply through the proper link to the County's website.

IV. CLOSING REMARKS

- a. Rod adjourned the meeting at 1:37 p.m.