



ZAP Tier I & Zoological Advisory Board All-Day Review Mtg
September 26, 2024 | 9:00AM – 4:00PM
Mid-Valley Performing Arts Center
MEETING MINUTES FINAL

Board Member Attendees: Johann Jacobs (Chair), Peter Klinge (Vice Chair), Vicki Bourns, Lynette Wendel, Don Tingey, Noemi Hernandez-Balcazar, Andrea Hansen

Staff Members and Guest Attendees: Samantha Thermos, Daniel Stergios, Kelsey Ellis, Ava Kostia, Matt Castillo, Tori Potestio (ZAP external CPA, via WebEx)

- I. Call to Order/Welcome and Introductions** – Peter Klinge (Vice Chair)
Acting Chair, Vice Chair Peter Klinge called the meeting to order at 9:12AM. No members of the public were in attendance. Vice Chair Klinge led introductions.
- II. Public Comment Period** – Vice Chair Klinge
Vice Chair Klinge opened the floor for public comments. There were no comments from the public.
- III. Agenda Overview** – Samantha Thermos, Program Director
Ms. Thermos provided an overview of the agenda, acknowledged the Financial Health Test results that ZAP's CPA would discuss later in the meeting with the Board, and reviewed scoring criteria.
- IV. ACTION ITEM: Vote on Approval of June 13, 2024, Meeting Minutes** – Vice Chair Klinge
Vicki Bourns motioned to approve the meeting minutes as written; Don Tingey seconded. There were none opposed. Motion passed unanimously.
- V. ACTION ITEM: Election of 2025 Advisory Board Leadership** – Past Chair Vicki Bourns
Nominees: Johann Jacobs, Chair | Peter Klinge, Vice Chair
Advisory Board member terms are for three calendar years, with an option to renew for one term. Chair terms are for one calendar year, with an option to renew for one year.

Don Tingey motioned to approve Johann Jacobs as Chair and Peter Klinge as Vice Chair; Noemi Hernandez-Balcazar seconded. There were none opposed. Motion passed unanimously.
- VI. Review Process Overview** – Samantha
Ms. Thermos provided a brief overview of the Advisory Board applicant review process, goals, priorities, and time constraints of the meeting. Ms. Thermos walked the Board through their packet of additional summary materials and reminded them that ZAP does not deal in hearsay, to make all decisions equitable and without bias. Ms. Thermos reviewed Conflict of Interest in terms of the review process and media policies. She further discussed information and documents received and recorded in

ZoomGrants for the Board's review.

ZAP administrative staff reauthorization educational outreach efforts were mentioned – ZAP Information Stations and tabling at community events. The external renew campaign's efforts were briefly mentioned. Zoological Redistribution percentage formulas changing in the future were explained - all three zoological organizations have been engaged in the changing of formula process.

VII. Application Reviews – Advisory Board

Ballet West

- Worthy ZAP candidate; as strong as ever. Fundraising has been excellent.
- Board impressed with their successful and unique marketing.
- Board recognizes work towards diversity, but they are still struggling to bring diverse community to leadership.

VIII. CPA Review Overview – Tori Potestio, CPA, Sorenson Vance & Company, PC
Ms. Potestio reviewed the Financial Health Test (FHT) process and results. Ms. Potestio explained each of the six tests. After Board questions she elaborated on the 'Going Concern' test, which means that the entity's future is in question. Pioneer Theatre Company, Salt Lake Acting Company, and West Valley Arts Foundation failed the FHT and their results were discussed.

ACTION ITEM: Related Party Transactions: Qualified/Unqualified Expenditures

Repeat Transactions: Tanner Dance, Utah Film Center, Utah Symphony Utah Opera

Vicki Bourns motioned to allow and qualify all three organizations to be given the requested amounts; Chair Jacobs seconded; One opposed. Motion passed.

Call for final questions for CPA Potestio.

IX. Morning Break

X. Applications Reviews Continued – Advisory Board

The following are highlights from the Board's discussions.

Friends of Tracy Aviary

- Board impressed with the organization's forward thinking, including plans to rent venues out to the community for education, building housing for staff, and conserve by using local plants.
- Aviary understands the needs of staff, visitors, and animals.
- Aviary recognizes the challenge of keeping their Liberty Park location up to date as funds are needed elsewhere.

Salt Lake Arts Council

- Has strong community programming that is accessible to the public.
- Board appreciates that the organization continues to live up to its promises of inclusion and diversity including citizen advisory boards.
- It is an example of a model city arts organization.

UMOCA

- A community leader for nearly 100 years, their exhibit at the Great Salt Lake caused other organizations to pay attention to the issues faced by the Lake.
- Strong and diverse board, and hands-on education program that allows access to young students.
- Board recognizes the challenge of keeping the museum facility up to date.

Living Planet Aquarium

- Application shows good utilization of their building and clear excitement to grow the organization.
- Offering camps and field trips to students, as well as outreach programs, including a traveling van was recognized.
- Board encourages diversity in leadership, implementation of a succession plan, more accessible ticket pricing and further work on their application.

Utah Arts Alliance

- Programs are extensive, specific, and very inclusive and aware.
- Board was impressed by their collaborative and quality programming.
- UAA does a lot for the community, although challenges of organizational structure and management are recognized by the Board.

XI. Lunch Break

XII. Applications Reviews Continued – Advisory Board

The following are highlights from the Board's discussions.

Utah Film Center

- UFCF serves over 23,000 students and teachers annually, providing excellent educational outreach.
- UFCF has strong leadership and demonstrates support for the LGBTQIA+ community.
- Board loved their application and see it as an example to other applicants.

Hale Centre Theatre

- Impressive organization that provides complete experience.

- Board noted HCT offers internship opportunities and sometimes offers free or low-price tickets to students.
- Board encourages HCT to seek more diversity in their leadership.

Repertory Dance Theater

- One of Utah's oldest dance organizations, with a committed and diverse board and company.
- Great variety of programs for all ages and professional outreach for schools.
- RDT has dynamic pricing program and a consistent and strong application.

Ririe-Woodbury

- Good reputation and strong new leadership.
- Organization presents and creates authentic new works and are seeing more attendance with additional school outreach.
- Strong advocates for ZAP. Organization has solid relationship with legislature.

UMFA

- Actively working on community expansion and engagement with Native community.
- Strong presence in the arts community with frequent events.
- Board would like the museum's hard work and aim towards progressiveness to be marketed and known more widely.

Utah Presents

- Board impressed by organization's board diversity; it is one of the best and most organized boards.
- Board noted only about 10% of their audience are university students meaning they have a high attendance from the community.
- Many tiers of ticketing available and low barriers in terms of becoming a board member.

Red Butte Garden

- Very educational and engaging with children, RBG utilizes ZAP funding well.
- RBG brings workshops to schools and provides teachers and students with supplies for education.
- RBG's 'ZAP Day' isn't well advertised. Board notes RBG should continue to become more affordable to increase access.

Spy Hop

- Impressed with the board and their work toward diversity, equity, and inclusion.
- Unique place for kids to develop curiosity and channel it towards creativity.
- Organization collaborates with many other ZAP Tier I organizations; and the Board was impressed at their far reach into the community.

Utah Symphony Utah Opera

- Very strong POPs program and outreach to schools.
- Board recognizes marketing and event outreach as a challenge and encourages the organization to improve this.
- USUO are a flagship for ZAP; and the Board appreciates they employ musicians full-time.

Wasatch Community Gardens

- Very impressive programs that benefit a larger community.
- Amazing community outreach with the unsheltered population and women in recovery.
- Board appreciated a very well written application.

Discovery Gateway Children's Museum

- Organization has done a great job at updated their exhibitions.
- Board recognized discounted tickets for WIC or SNAP families and great sensory accessibility resources and accommodation.
- Board acknowledged application doesn't reflect organization, did not have strong artistic vibrance.

Tanner Dance Program

- Strong mission; organization works hard to stick to it as they continue to grow.
- Great programming geared towards accessibility and inclusivity.
- Board encourages organization to find ways to be more inclusive on their board.

Utah Arts Festival

- UAF numbers were not what they expected. Board appreciated UAF reaching out to them and ZAP leadership in early on.
- Artists love this organization. UAF does well keeping ticket prices accessible.
- Board recognizes efforts UAF is making to improve.

Natural History Museum of Utah

- Very strong commitment to removing financial barriers including \$2 EBT tickets.
- Board recognizes challenges of their location being difficult to access and encourages them to explore solutions.
- Fantastic volunteer care and engagement.

Utah Humanities Council

- Dynamic leadership, adaptable, able to pivot, strong, engaged and diverse board.

- Board appreciated the organization's awareness of barriers and the work to fix them.
- Work Utah Humanities does to help small museums take care of their materials is fantastic.

Salt Lake Acting Company

- Extremely steadfast in their commitment to diversity and inclusion with their art and in education.
- Done incredible programming for people with disabilities and offering accessible shows.
- Board recognizes SLAC ongoing financial challenges and impact of the pandemic.

Pioneer Theatre Company

- PTC new leadership inspires confidence.
- Board recognizes benefits and difficulty of being part of a university setting and noted PTC financial struggles faced by many in theatres around the country.
- PTC offers student matinees and talkbacks with actors after the shows.

Salt Lake Film Society

- SLFS film makers fellows' project was nominated for an Oscar.
- Do a great job on job postings and hiring practices.
- Committed to film and their board holds the organization accountable.

Utah Hogle Zoo

- Board liked program offerings and enjoyed the provided video, although their application needs to explain metrics and budget narrative more clearly.
- Very adaptable, resilient, and offers strong staff training.
- Partnerships Zoo has built are great.

West Valley Arts Foundation

- Organization is not eligible for ZAP funding based on information provided in application.

XIII. Afternoon Break

XIV. Application Reviews Completed – Advisory Board

XV. ACTION ITEM: Vote to Approve Funding Recommendations – Chair Jacobs

Ms. Bourns made a motion to recommend 22 organizations for Tier I funding, and 3 organizations for Zoological funding; Ms. Wendel seconded. There were none opposed. Motion passed unanimously.

Matthew Castillo, Arts & Culture Division Director briefly discussed West Valley Arts, the possible impacts of the new downtown district related to Abravanel Hall and UMOCA renovations. He answered questions from Board members.

The Board wanted to note that all applicants are doing incredibly well. To score above a five when the scale only goes to seven shows the caliber of work and organizations. The Board requests that this sentiment be passed on to the applicants.

Ms. Bourns said thank you to the Board as her final term is ending and the Board shared her sentiment.

Ms. Ellis shared information for the next ZAP Impact Program workshop on October 22, AI in the Arts Industry.

XVI. Adjourn – Chair Jacobs

Don called for the motion to adjourn. The meeting was adjourned at 4:01PM