



Tier I + Zoological Advisory Board
Applicant Follow-Up Presentations
October 17, 2025 | 10:45AM – 1:00PM
Mid-Valley Performing Arts Center

FINAL MEETING MINUTES

Agenda

NOTE: WebEx, internet and laptop technical issues caused some interruptions in audio recording for short stints of time; video recording is fully viewable.

- II. Welcome & Call Meeting to Order – Johann Jacobs, Chair
 - Meeting called to order at 10:49AM
- III. Public Comment Period – Chair Jacobs
 - The chair called for public comments. There were no public comments.
- IV. **ACTION ITEM: Approval of 9.25.25 Meeting Minutes** – Chair Jacobs
 - Edits requested: Chair Jacobs add Tori Potestio at attendant to the minutes; Ms. Wendel spelling item #7, page 3; and Page 8
 - **Chair Jacobs asked for a motion. Ms. Wendel made a motion to approve the meeting minutes; it was seconded by Ms. Prokop. No one opposed, the motion passed unanimously.**
- V. Applicant Presentations and Q&A Discussions
 - **Discovery Gateway Children's Museum (DGCM)**
 - Kathleen Bodenlos, CEO & Addison Dover, Director of Philanthropy
 - Presentation: Ms. Bodenlos began with a history of the organization. Plans for a brand refresh. ZAP has been funding since 2017 to maintain consistency and remain "afloat." With that rebrand, they are hoping to capture more of the tourism market. They are entertaining the idea of changing the name back to "Children's Museum of Utah."

- Ms. Dover began sharing the exhibits and what programming they are bringing to the community. Plans for new work (exhibits/interactives) from corporate sponsorship (UTA and Intermountain)
 - Ms. Bodenlos shared with the board that their team is currently four years ahead of their ten-year plan. Stating that they have not lost a corporate sponsor to date.
 - Q&A: How do you evaluate growth and other metrics? Board and executive annual meetings with their partners/with quarterly meetings done by Ms. Dover.
 - Discussion on what sponsors have exhibits and what metrics/demographics are seen for these sponsorships.
 - There is no program of discounted or free tickets for the public? There is. Ms. Bodenlos began describing the Access for All program, biggest discount this organization has, referencing children ticket prices.
 - This year's stats, how do those compare to last year? The trends are pretty flat from last year; visitation has gone up slightly and then leveled out slightly. They are very hopeful that the rebrand will increase these trends.
 - Scores were adjusted in ZoomGrants (ZG)
- **Gina Bachauer International Piano Foundation (GB)**
 - Kary Billings, Executive Director (WebEx) & Jenny Zemp, Development Director
 - Presentation: Ms. Zemp continued with overview of programs provided and venues they perform in. She paraphrased a couple of the Board's questions in this answer. One we realized was, if this is such well known organization, how come a lot of the community doesn't know about you? Increasing via programs, marketing, and special events. Investments into the governing board, answering artistic integrity and community engagement with leadership succession.
 - Q&A: For the everyday person with no musical talent or ability, could you tell a story about how an everyday person has been impacted by the music of your organization. Story was shared of individual without a musical background impacted by GB.
 - Sounds like there are major moves in your organization, what is the impetus, why now apply for Tier I? We have maxed out for funding within TII, moving into this category is not only artistically warranted but financial advantageous to us.
 - **Pioneer Theatre Company (PTC)**

- Adrian Budhu, Managing Director, & Marc Day, Director of Development
 - Presentation: Addressing the first follow up question of the Board is about artists and cultural vibrancy. Core, venues, and vision. Equitable and accessible is the core intersection. Programs such as Curtain Call initiative to give access to the theater for those who may not have funds.
 - Mr. Budhu continued on to discuss the community impact of various shows and the storytelling experiences that they can have different experiences every visit. The quality will always be there because of their core of artistic excellence. Audience got to experience live readings of new musicals, they brought in equity actors that was well received.
 - Mr. Day began to discuss access, representation, and collaboration. Curtain call initiative happening for every show now, the pay-what-you-can tickets are for each show. With a new initiative for free tickets to first responders. Diversity on the stage parallels the diversity of the audience. Partnership with 5 local boys & girls clubs.
 - The governing board serves as cultural ambassador of the theatre, and some are administrators at the University where the theatre is located. Balance between ambition and fiscal responsibility. Conservative budget and model. Plans for new strategic launch. The last few years, they have hit the goal numbers. As of today, they are trending up.
 - Q&A: How important university funding to sustainability? There is a pipeline of smaller-scale donors. The theatres are owned by the University, they are part of the College of Fine Arts at the University.
- **This Is The Place Foundation (TITP)**
 - Jerome Hirschi, CFO/HR/IT & Tresha Kramer, Director of Public Relations/Marketing/ Retail Operations/Customer Relations (Cell Phone)
 - Presentation: Reflecting cultural and historical diversity beyond LDS history. They are working to highlight the other cultural and religious experiences from the whole community.
 - Art in the Park program – a fun event that will attract people and share beyond the surface level stories. They plan to keep expanding these stories.
 - Focus on anyone who comes to the park can relate and learn. All of the videos are bilingual in Spanish. In front of each building, there is a sign that guests can access the history and information of that historic building, also with other language options. They are also looking to expand their app to more languages. There are plans in the next year to put all maps and handouts also in Spanish.

- Reaching out to the community regarding the big events, Art in the Park, Kris Kindle Market, and Huntsman Day. Working with local leadership to help with traffic flow and those logistical issues.
 - Q&A: How do you all overcome brand challenges based on the name alone? Needs help understanding where they are going. Last year, there was a rebrand to rebrand as a State Park.
 - Wondering how much this has changed for county residents compared to tourists. Last year was the most diverse Utah resident visits.
 - Are you tracking the utilization of the multilingual metrics? They are, yes, it is helping drive initiatives and targets.
 - Steps you are taking for the rebranding? With the new executive director, geo-fencing, with other visual marketing, while increasing marketing by \$400k. What is the message the community should be hearing with this rebrand? With that message, there are different slogans. This Is The place for everyone with images of diverse locals.
- **Utah Arts Festival (UAF)**
 - Aimee Dunsmore, Executive Director & Joseph Szurgyi, Board Chair
 - Presentation: 2024 survey had a great number of responses. Community members felt that it was the same every year. The team is pivoting on how to shake up the site and logistics. Last year, they were not sure about funding, and that caused a delay in logistical planning and budgeting. One thing the board and staff discussed was more investment in names to bring in more community members.
 - They saw increases in fundraising. Hopeful they will get higher numbers than where they are currently, they know it will be unlikely to get to the numbers that were pre-COVID but hopeful that they can increase their numbers from current trends.
 - Highlights: artistic cultural vibrancy, signage, wayfinding and path making. Looking at opportunities for professional signage and wayfinding professionals. Plan to redesign entrances and exits. Looking at having entrances and exits together.
 - Contact with Coke that made beverage services difficult. That contract ended in 2025, but the next steps are moving towards vendors selling non-alcoholic beverages. SLC facilities – to enhance power and culinary water on the West side of the plaza where this festival takes place.

- Refining the layout based off the patrons, artists, board, and employee experiences. Programs – quality over quantity. Honing in on specific programs: Investing in headliners, Urban Arts will be shaken up compared to other years, ticketing changes, working with the University of Utah for survey work and other data collections.
- Also affordability, updating the ticket structure; focusing the effort on community outreach tickets, they feel they could be more intentional with these efforts; volunteer refresh and training are happening with a new staff member who has been involved previously but is now stepping into a volunteer coordinator role and group of ambassadors for street team marketing.
- Q&A: How involved are you with the Mayor and those plans for a green space on 200 E? Very. How involved was UTA with your festival? Not at all. How has the relevance of the UAF changed from the 70s to now (50-year celebration)? We are one of the few remaining arts festivals of our kind that are truly multidisciplinary. We work with other partners, not to reinvent the wheel. Appreciative that UAF seeks feedback and actively tries to take feedback and grow.

VI. Deliberations & Score Tabulations – Advisory Board

- The Board deliberated regarding the underperforming, bottom scoring existing grantees and new entrant applicants, particularly the lowest scoring Tier I grantee. However they moved forward with the voting, but asked for feedback/recommendations from department and division leadership about the vote and how to handle the most underperforming applicants.

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

- **Ms. Wendel made a motion to approve the top 21 applicant organizations; it was seconded by Vice Chair Klinge. No one opposed, the motion passed unanimously.**

VIII. Adjourn – Chair Jacobs

- Mr. Klinge made a motion to adjourn. Meeting was adjourned at 1:25PM.