

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, January 15, 2026

Board attendance:

Rod Parker, Chair
Mike Maxwell, Vice Chair
Madelaine Miller Anderson
Joe Bauman
Andrea Garavito-Martinez
Ken Gritton
Rob Gonzalez
Gina McBride
Daniel Mendoza
Bob Moore
Priscilla Hansen Neve
Shawn O’Kane
Michelle Schmitt
Tanasia Valdez

Board, absent:

Emily Lehnardt
Patrick Neville
Natalie Pinkney, Council member

Others Present:

Kunbi Adekunle
Richard Cox
Maureen Ford
Duke Johnson
Anna Swenson
Anna Marie Tueller
Jason Trump
Jayceen Craven Walker

I. **CALL TO ORDER AND WELCOME** at 12:35 p.m. by Rod Parker.

- a. Rod Parker asked the Board members if any of them had received public written or verbal comments to be presented to the Board.
 - i. Rod shared the experience of an acquaintance trying to access the online movie schedule and ticketing and how challenging it was.
 - 1. Duke Johnson and Maureen Ford mentioned previous and upcoming upgrades that are intended to make that process simpler.

II. **REVIEW OF MINUTES & CURRENT BUSINESS**



- a. Rod asked for a vote to approve the November 2025 minutes. Joe Bauman motioned for approval and Daniel Mendoza seconded. The November minutes were approved.
- b. Rod reminded the Board of the Legislative Break on January 22 and the Legislator Family Night on February 10. Logistics were discussed.
- c. Rod pointed out that Richard Cox is retiring and has been valued and appreciated by the Board. He will be missed.

III. COMMUNITY PROGRAMS UPDATE

- a. Anna Swenson presented the Community Programs update for 2025. She shared her findings about the increased number of programs in 2025 but a small dip in the number of participants for each program. Anna described her process of data analysis and plans to increase the numbers of participants in each program.
- b. Anna pointed out that there is a Clark After Dark for January and on February 6, there is a Celebrating Women and Girls in Science night.

IV. ONBOARDING, SESSION 1

- a. Jayceen Craven Walker gave an overview of the Planetarium, from the time it was started in 1965 as Hansen Planetarium, to now as Clark Planetarium.

V. PLANETARIUM BUSINESS & DISCUSSION

- a. Kunbi Adekunle described how budgeting and fiscal works differently in the County as compared to the private sector. She then shared December numbers: year over year saw a 3% increase. While there are areas where

the Planetarium saw a decrease, this trend is reflected across the industry and, in comparison, Clark Planetarium is doing better than most other science institutions.

- b. Scott Sherrick talked to the Board about theatre attendance and ticket trends. The increased attendance with lower ticket conversion trend continues. This is likely due to the current economy. The Planetarium saw about 664,064 guests in 2025 and has already seen 25,000 in the first half of January 2026.
- c. Duke gave an update on the theatres. This included the incredibly successful Laser Maestro's Cosmic Countdown, which is the highest grossing laser show at Clark Planetarium. Also, included is an upcoming Laser Taylor Swift v3 show among others. DomeFest West is showing two special engagement shows at the Planetarium during January and February. The last big thing happening in 2026 is a campaign from Clark Planetarium titled Find Your Wild which starts off with the world premiere of an IMAX® film, "Lost Wolves of Yellowstone".
- d. Duke updated everyone on the Community Needs Assessment findings and data of the guest demographics and their perceptions.
- e. Jason Trump discussed the Wonderland of Science Demos in the Learning Space over winter break. The demos were well received and about 1,125 guests came to the shows. Education also received a \$20,000 grant from the Association of Science and Technology Centers for a project on air quality

and heat mapping. Additionally, Clark Planetarium will be hosting Dr. Anna K. Kapinska from the National Radio Astronomy Observatory. These two projects and associated events will happen during the summer of 2026.

VI. CLOSING REMARKS

- a. Rod adjourned the meeting at 2:05 p.m.

DRAFT