

CLARK PLANETARIUM ADVISORY BOARD MEETING
Location: Virtual and In-Person Meeting
Thursday, February 19, 2026

Board attendance:

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

Board, absent:

Natalie Pinkney, Council member
Tanasia Valdez

Others Present:

Kunbi Adekunle
Justin Anderson
Jess Duce
Maureen Ford
Duke Johnson
Scott Sherrick
Jason Sills
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. None had comments.

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

- a. Rod asked if there were any questions about the January 2026 minutes.
- Jayceen Craven Walker pointed out that there was a staff member not listed on the attendance list. It was agreed to correct the January 2026 minutes with Scott Sherrick’s name added.



i. Rod asked for a vote to approve the January 2026 minutes. Shawn O’Kane motioned for approval and Prescilla Hansen Neve seconded. The January minutes were approved.

b. Rod discussed the new onboarding process and asked Board members and staff what other information would be relevant to add into the training. Suggestions included: having a behind the scenes tour and being able to see some of the outreach presentations given by the Education and Community Programs departments.

c. Rod also initiated conversation around the experience at the Legislative Board Break and the Legislator Family Night events. The positive outcomes and interactions were discussed as well as possible improvements for both events.

III. PLANETARIUM BUSINESS & DISCUSSION

a. Duke Johnson shared that Clark Planetarium ranked third in the USA Today Top Planetariums. This is higher than last year and helps showcase how the community greatly values the Planetarium.

b. Kunbi Adekunle shared the January financials and pointed out that there were a lot of variables adding to some interesting numbers. Overall, things have improved in some areas which is largely balancing out those areas that have slight dips.

c. Scott Sherrick talked to the Board about theatre attendance and ticket trends. January saw a boost in both number of guests and ticket sales;

guests were up by 13% and ticket sales by 3%. This is attributed to the large push done for the world premiere of *Lost Wolves of Yellowstone*.

- d. Jason Sills discussed the new and upcoming shows and the plans to have a campaign for summertime, called Milky Way Summer. He pointed out the intent was to find ways for Clark Planetarium to reengage audiences and how having campaigns brings a cohesive message to the Planetarium. They are a way to move ahead and set the Planetarium apart as a unique offering and experience for guests.
- e. Duke gave an update on the theatres. He talked about the new collaborative films that Clark Planetarium hosted for DomeFest West; this included the *Everest* opera and *Secrets of a Forest* films in the Dome Theatre. While they didn't work for the local market, good lessons were learned and they were worth the exploration. In the future, Clark Planetarium now knows how to better market the types of additional films that resonate better with audiences here.
- f. Jess Duce discussed how she led the Find Your Wild campaign that included the *Lost Wolves of Yellowstone* premiere and then led into the opening of *Wild Asia*. The goal for the campaign was to bring people back to Clark Planetarium, generate excitement, increase ticket conversion and an increase in membership sales. Progress was made on all fronts and supported by data. The way the campaign was implemented will be used going forward with future campaigns.

- i. Jason noted that this was the first time IMAX had outperformed the Dome theatre in a very long time. While there were variables that affected this (namely, the DomeFest West shows), the change was notable.
- ii. Justin Anderson shared the upcoming SciFi Fest Clark Planetarium will be hosting from the end of March through May 4th. It will include activities, such as May The Fourth, as well as both first run films and fan favorites. This is a new event for Clark Planetarium and is already generating excitement, even before specific information has been released.

IV. **COMMUNITY PROGRAMS UPDATE**

- a. Anna Swenson gave the Community Programs update for January. There has been a 200% increase, year over year, for offsite event invites, new programs were introduced and a continuation of long-standing programs. In January, there were 31 programs offered with 2,823 participants. This is a good reflection of the changes in logistics made to find better ways to increase engagement.

V. **CLOSING REMARKS**

- a. Rod adjourned the meeting at 1:56 p.m.