

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

Board attendance:

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

Board, absent:

Patrick Neville

Others Present:

Kunbi Adekunle
Justin Anderson
Maureen Ford
Duke Johnson
Scott Sherrick
Jason Sills
Anna Swenson
Anna Marie Tueller

I. CALL TO ORDER AND WELCOME at 12:34 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 February 2026 minutes. He asked for a vote to approve them. Gina McBride motioned for approval and Bob Moore seconded. The February minutes were approved.



- b. Rod mentioned that he'd been able to see a draft of the Community Needs Assessment and was looking forward to having it available for all.

III. PLANETARIUM BUSINESS & DISCUSSION

- a. Kunbi Adekunle shared the February financials -- there was a drop in most areas of the Planetarium except for the Planet Fun Store (increase of 16%) and concessions (3%). Overall, there was about a 1.5% drop overall for February with a 26% drop year over year. The hope is campaigns, such as *Project Hail Mary*, will help reverse this trend.
- b. Scott Sherrick talked to the Board about theatre attendance and ticket trends. February saw a return to the previous numbers with an increase in attendance (8%) and a decrease in ticket sales (13%).
 - i. The drop in revenue and the decreased ticket sales led to a discussion of ways the Planetarium could shift for higher revenue generation. This included a push for donations from those visiting only the free exhibits and ideas for how to get ticket conversions.
- c. Emily Lehnardt was acknowledged for receiving her PhD in STEM education and all the work she has put into obtaining it. She thanked Clark Planetarium for the outreach opportunities provided that helped her in achieving her degree.
- d. Jason Sills shared a theatres update, which included upcoming new laser shows and plans for summer 2026. These shows and plans include *K-Pop Demon Hunters* and *Metal Mayhem*, as well as having a "Milky Way

Summer" with a new live Dome show and kicking off the new SciFi Fest with *Project Hail Mary*.

- e. Justin Anderson spoke of the success of recent marketing campaigns and how they have started fostering opportunities through positive word of mouth.
- f. Duke Johnson presented highlights of the draft Community Needs Assessment. Of note, was geographical data showing where the information was gathered and the high regard and value the community has and holds for Clark Planetarium. He also mentioned the overwhelmingly positive desire from the community for a directed and pointed expansion for the Planetarium.
- i. Anna Swenson added that one goal of Community Programs is to create life-long learners who value and feel ownership in Clark Planetarium.
- g. Duke also shared that a special request had been submitted to the County Council, for a membership price increase. This was due to ASTC having just released updated requirements for their Passport program which would have removed some of the current memberships from being able to receive ASTC benefits. The price increase will allow all Clark Planetarium memberships to retain full ASTC Passport program reciprocity, which was stated in the Community Needs Assessment findings, as a high driver for membership purchase.

IV. COMMUNITY PROGRAMS UPDATE

- a. Anna Swenson gave the Community Programs update for February. There were 30 programs with 2,971 participants. She shared that a new program for older babies and young toddlers, Little Dippers, is going well. Additionally, Community Programs has numerous adult-oriented classes and programs including new book clubs for both Project Hail Mary and Dune, as well as the recurring telescope workshops and Clark After Dark. Anna also mentioned that there will be an Artemis launch showing in the Dome and will be announced once a launch date is set.

V. CLOSING REMARKS

- a. Rod adjourned the meeting at 1:50 p.m.